Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Lifeline Brand and Communication Guidelines

July 2013

Table of Contents

1. Introduction 1
   1.1 National Brand and Communication Review Program 2
   1.2 Lifeline's Brand Identity 3
2. Applying the Style Guide 4
3. Contact Us 4
4. Lifeline Corporate Colour Palette 5
   4.1 Primary Colour 5
   4.2 Complementary Colour Palette 5
5. Corporate Fonts 6
   5.1 Primary Font – AG Book Rounded 6
   5.2 Secondary Font – Arial 6
   5.3 Web Font – Verdana 6
6. Lifeline Corporate Logos 7
   6.1 Colours 9
   6.2 Exclusion Zone 12
   6.3 Minimum Size Requirements 14
   6.4 Incorrect Logo Application 15
7. Visual Style Elements 16
8. Imagery 17
   8.1 Poor Image Quality 17
9. Stationery 18
   9.1 Business Card 18
   9.2 Letterhead 20
   9.3 With Compliments Slip 22
   9.4 Presentation Folder 23
   9.5 Electronic Letterhead 26
   9.6 Email Signature Block 28
   9.7 Envelopes 31
   9.8 PowerPoint Template 35
   9.9 Word Document Template 37
10. Signage 40
    10.1 External Office/Centre Building Signage 40
    10.2 Internal Office/Centre Building Signage 41
    10.3 Other Signage 41
11. Merchandise 44

12. Co-branding with a Parent/Member Brand 45

13. Brand Alignment with a Corporate Partner or Sponsor 47

14. Campaign/Event Sub-brands 49

15. Online Branding 52
- 15.1 Websites 53
- 15.2 Social Media 53

16. Retail Branding 54

17. Retail Branding and Signage Process 56

18. Lifeline Shop Logos 57
- 18.1 Lifeline Shop Logo Colours 58
- 18.2 Exclusion Zone 59
- 18.3 Minimum Size Requirements 59
- 18.4 Incorrect Logo Application 60

19. Lifeline Shop External Signage/Branding 61

20. Lifeline Shop/Retail Sub-Brands Internal Signage and Branding 62
- 20.1 Swing/Price Tags 64

21. Charity/Collection Bins 67
- 21.1 Charity/Collection Bins Colour 67
- 21.2 Charity/Collection Bins Font, Information and Text 67

22. Vehicles 68

23. Uniforms 70

24. Name Badges 72

25. Lifeline Communications and Language Guide 73

26. Key Messages and Target Audiences 74
- 26.1 Positioning 74
- 26.2 Key Messages and Target Audiences 74

27. Lifeline Terminology 78

28. Messaging and Advertising Templates 80
- 28.1 Help Seeking/Service Advertisements 80
- 28.2 Fundraising/Branding Advertisements 81

29. File Format Terminology 82

30. Contact Us 83

31. Appendices 84
- 31.1 Appendix 1: Lifeline Strategic Framework 84
- 31.2 Appendix 2: Trade Mark Licence Agreement 88
- 31.3 Appendix 3: Communications Reference Group 98

1. Introduction

Lifeline is a trusted Australian charity that saves lives through crisis support and suicide prevention services. The Lifeline brand enjoys high recognition and is well regarded within the charity sector.

Our work is highly valued by the people whose lives it impacts and our brand is well known in the charity sector, however we need to ensure that the value of Lifeline's brand (its equity) is maintained in a highly competitive market. Lifeline staff and volunteers have a vital role to play in respecting, advocating for and protecting the reputation and integrity of the Lifeline brand.

This Brand and Communication Guide has been produced to help staff and volunteers ensure the consistency and high quality of marketing materials that carry the Lifeline brand. This guide outlines corporate requirements and practical applications regarding the use of the Lifeline trade mark. Consistent use of this guide will help us build on existing brand recognition and clearly differentiate Lifeline's value and point of difference through the positioning 'Saving Lives'.

This document outlines how to practically apply Lifeline communications, logos, colours, fonts, design styles, online applications, shop branding, sub-branding and co-branding.

In accordance with Trade Mark Licence Agreements, signed and agreed to by each Lifeline Centre, all applications of the Lifeline trade mark must comply with this guide.

Lifeline Australia (National Office) is the registered owner of Lifeline Trade Marks and has processes in place to protect and monitor the use of Lifeline Trade Marks on behalf of all Lifeline Members.

The Trade Mark Licensing Agreement (TMLA) between National Office and a Member entity is the method by which National Office authorises the Member to use Lifeline Trade Marks. Member entities are only permitted to use the Lifeline Trade Marks in accordance with the terms of the TMLA. The license granted under the TMLA is a non-transferable, non-exclusive license to use the Trade Marks in a geographical area specified under the TMLA. The license is only valid whilst the TMLA is in force.

As per clause 11 of the Lifeline Australia Constitution, all Members have a continuous obligation to comply with the terms of the TMLA. Failure to do so may result in a review of the Member's accreditation or alternatively, the TMLA may be terminated by National Office.

In keeping with the TMLA, the Member must:

- Not use the Trade Marks other than in accordance with this guide and any directions given by National Office from time to time.
- Not use any other Trade Mark, name or brand in relation to the Services unless the Licensee obtains the prior written consent of National Office.
- Act in accordance with all policies, procedures and requirements issued by National Office from time to time regarding the manner of use of any of the Trade Marks
- Report to National Office any suspected or actual unauthorised use of any of the Trade Marks of which the Member becomes aware;
- Provide all assistance reasonably requested by National Office to protect Lifeline Australia's rights in any of the Trade Marks;
- Maintain the Trade Mark Register (at Schedule 2 of the TMLA) consistent with its use of the Trade Marks and provide copies of the Trade Mark Register to National Office upon request.

Refer to Appendix 2 on page 88 for a copy of the Trade Mark Licence Agreements. If you have any queries or require any clarification in relation to the TMLA, please contact the National Office Secretariat.

E: secretariat@lifeline.org.au
P: 02 6215 9400

1.1 National Brand and Communication Review Program

The Brand and Communication Review Program was commissioned in 2012 as a key strategic priority for Lifeline. Existing branding and communications were reviewed to determine if they aligned with Lifeline's Strategic Framework (see Appendix 1).

Market research findings revealed that Lifeline's positioning in the charity sector was not clear and existing communications did not reflect our new Strategic Framework. To address this a revised positioning statement (tagline), key messages and a communication strategy were developed. Our recommendations were based on comprehensive market research findings and internal stakeholder input.

The aim of the National Communication Reference Group was to establish a clear positioning for Lifeline as a provider of crisis support and suicide prevention services, as opposed to a generalist counselling service.

1.2 Lifeline's Brand Identity

Strategic Framework

↓

Brand awareness and perception research (Orima)

↓

Formation of Communications Reference Group

Review of research

Consultation with Lifeline network and key message development

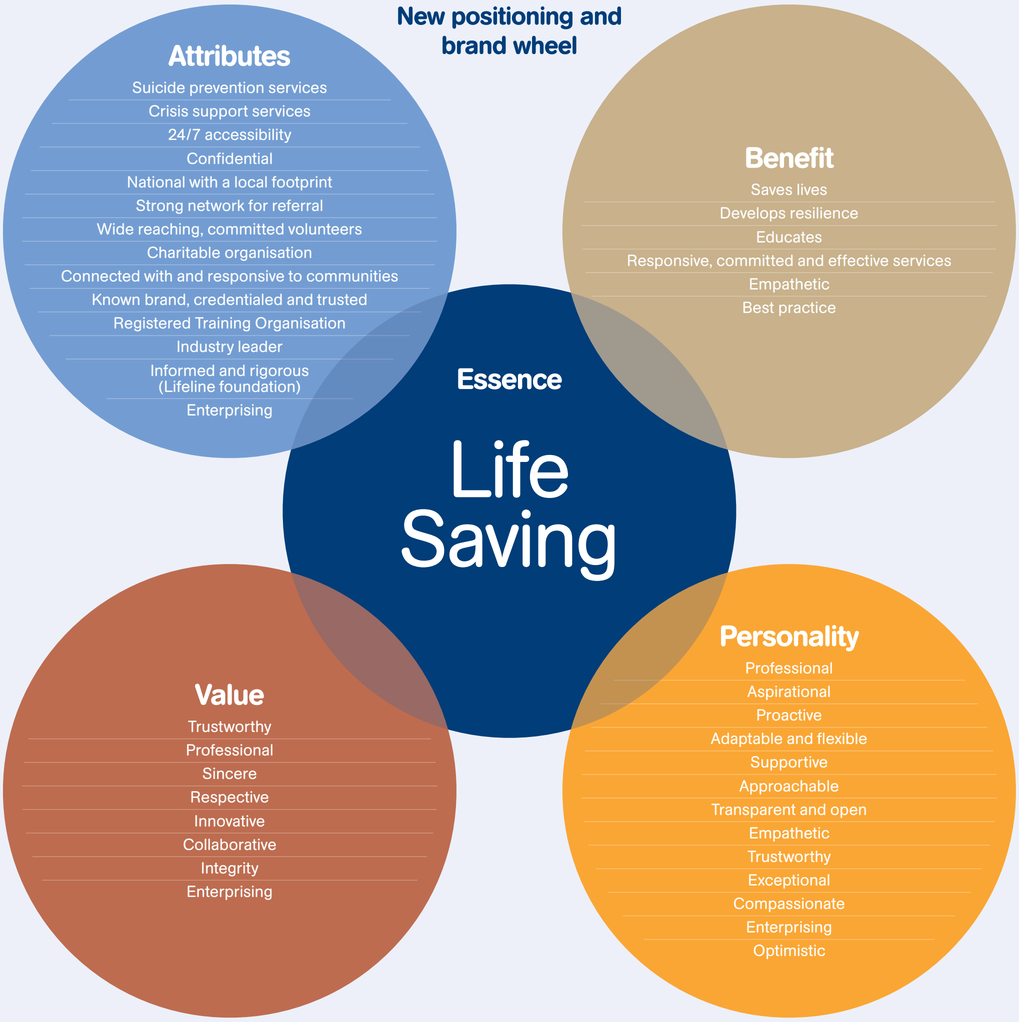
↓

Development of new positioning, message testing and refinement

Development of Lifeline Communications Strategy

↓

New positioning and brand wheel



Attributes

- Suicide prevention services
- Crisis support services
- 24/7 accessibility
- Confidential
- National with a local footprint
- Strong network for referral
- Wide reaching, committed volunteers
- Charitable organisation
- Connected with and responsive to communities
- Known brand, credentialed and trusted
- Registered Training Organisation
- Industry leader
- Informed and rigorous (Lifeline foundation)
- Enterprising

Benefit

- Saves lives
- Develops resilience
- Educates
- Responsive, committed and effective services
- Empathetic
- Best practice

Essence

Life Saving

Value

- Trustworthy
- Professional
- Sincere
- Respective
- Innovative
- Collaborative
- Integrity
- Enterprising

Personality

- Professional
- Aspirational
- Proactive
- Adaptable and flexible
- Supportive
- Approachable
- Transparent and open
- Empathetic
- Trustworthy
- Exceptional
- Compassionate
- Enterprising
- Optimistic

2. Applying the Style Guide

All internal and external stakeholders using the Lifeline brand or trade mark are responsible for understanding and applying the contents of this Brand and Communication Guide.

The application of this guide extends beyond the use of just the Lifeline logo. Every item, product, service or promotion using the Lifeline brand must follow this guide to ensure Lifeline's brand is expressed consistently to our audiences and stakeholders.

The following are examples of items which must comply with this guide:

- Promotional materials e.g. collateral/brochure suites
- Advertising
- Stationery
- Building or office signage
- Banners and other forms of signage
- Retail operations and all items used in these operations
- Online activities/channels/websites including social media sites
- Email signatures
- Official documents and reports
- Lifeline authored/produced publications
- Merchandise
- Uniforms and other Lifeline clothing
- Branded vehicles
- Any other items which represent or promote Lifeline.

3. Contact Us

If you are unsure about the application of any aspect of this guide or if you require further advice or assistance please contact:

Lifeline National Office Marketing Team

P: 02 6215 9400
E: marketing@lifeline.org.au

All the information contained within this guide and access to all official logos and templates are available on the Lifeline Intranet.

4. Lifeline Corporate Colour Palette

Our corporate colour palette is one of the ways in which we will build brand recognition and recall. Correct use and consistency of corporate colours is therefore vital to Lifeline's brand identity.

Colours outside of this colour palette may not be used unless they relate specifically to an approved sub-brand. See section 14 on page 49.

The colour swatches shown are a guide only, please refer to a PANTONE® Colour Guide for an accurate reference.

4.1 Primary Colour

Lifeline's primary corporate colour is dark blue – PMS 654.

Lifeline
Dark Blue

PMS 654 | **CMYK** 100/67/0/38

RGB 0/53/117 | **Hexadecimal** #003575

Paint Dulux Passionate Blue P41/H9

Blue tints

80% 50% 10%

4.2 Complementary Colour Palette

The colours below can be used to complement the Lifeline dark blue primary colour.

Lifeline Orange	Lifeline Light Blue	Lifeline Lime	Lifeline Copper	Lifeline Beige
PMS 1375	**PMS** 659	**PMS** 383	**PMS** 7524	**PMS** 7503
CMYK 0/40/90/0	**CMYK** 55/30/0/0	**CMYK** 20/0/100/19	**CMYK** 0/55/60/27	**CMYK** 0/12/35/25
RGB 245/164/23	**RGB** 127/158/210	**RGB** 193/191/0	**RGB** 192/108/74	**RGB** 206/185/146
Hexadecimal #F5A417	**Hexadecimal** #7F9ED2	**Hexadecimal** #C1BF00	**Hexadecimal** #C06C4A	**Hexadecimal** #CEB992
Paint Wattyl C22w Mardarin Grove	**Paint** Dulux A374 Sea Note D	**Paint** Wattyl F79w Desert Lime	**Paint** Wattyl C39w Colorbond Headland	**Paint** Dulux A179 Self-Destruct W
Orange tints 80% 50% 10%	Light Blue tints 80% 50% 10%	Lime tints 80% 50% 10%	Copper tints 80% 50% 10%	Beige tints 80% 50% 10%

5. Corporate Fonts

These are the designated corporate fonts (or typefaces) for all internal and external Lifeline communication materials. Alternative fonts may not be used unless they are associated with an approved sub-brand. See section 14 on page 49.

5.1 Primary Font – AG Book Rounded

AG Book Rounded should be used for all external communication materials and where possible internal communication materials.
It can be purchased online at myfonts.com/fonts/berthold/ag-book-bq-rounded/

AG Book Rounded Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AG Book Rounded Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

AG Book Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

5.2 Secondary Font – Arial

For internal Lifeline communication pieces and where AG Book Rounded is not available Arial should be used.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

5.3 Web Font – Verdana

For all web and electronic communication such as email signatures (see section 9.6 on page 28), Verdana is to be used.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

6. Lifeline Corporate Logos

The logos presented below are the approved Lifeline corporate logos trade marked through IP Australia. The following rules must be applied when using these corporate logos.

Under no circumstances are these logos to be amended, distorted, edited or new/alternative versions produced. Centres agree to use the Lifeline brand and trade mark under licence and any contravention of these guidelines may mean the revocation of Trade Mark Licence Agreements.

Lifeline Corporate Logo

Lifeline

Lifeline Brand Positioning (tagline) Logo

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Stacked

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Inline

This logo should be applied as the primary Lifeline logo option unless spacing is severely restricted and the tagline/service elements are illegible.

Use of either the stacked or in-line version is permitted. Use the most appropriate version based on the space available.

Lifeline Centre Logos

Lifeline
Darling Downs and
South West Queensland Ltd

In certain cases, local Lifeline Centres may wish to depict their local community presence by using a localised Centre logo. While this is permitted, in all cases the master Lifeline logo (with positioning) must also be included on the same product. Local Centre logos or the development of Centre logos are available through the National Office Marketing Team. Centres should not develop or design their own localised logos.

Due to the number and variety of Lifeline Centre names, a number of rules have been developed to govern the position of the Centre name. For longer names text starts at the F in Lifeline, then the L, and then the N as demonstrated below. In some cases Centre names will appear across two lines.

The 'F' Rule

Lifeline
Darling Downs and
South West Queensland Ltd

The 'L' Rule

Lifeline
North Queensland

The 'N' Rule

Lifeline
Canberra

All Centre logos and the development of any new Centre logos are available through the National Office Marketing Team.

Lifeline Shop Logo

Lifeline
shop

Stacked

Lifelineshop

Inline

The trade marked Lifeline Shop logo (stacked version) includes a bleed from the 'N' in Lifeline to the 'H' in shop. Any deviations from this will be deemed non-compliant.

To complement Lifeline Shop branding all retail outlets using this branding must also include the Lifeline brand positioning (tagline) logo as an additional branding requirement. This can be included in signage, on swing tags, retail posters, charity bins, point of sale items etc. Practical examples of how to apply this rule can be found in section 20 and 21 of this guide.

Refer to section 16 on page 54 for more detailed information about retail branding requirements.

6.1 Colours

All Lifeline logos are to appear in the following colours:

- Dark blue – PMS 654
- Orange – PMS 1375 (Brand positioning and Lifeline Shop logo only)
- Black
- Reversed (white)
- Reversed & spot

These colour rules apply to both stacked and inline versions of all Lifeline logos (refer to section 6 on page 7)

When placing logo on a coloured background or image, only use reverse or reverse + spot logo files.

No other colour is permitted unless developed as part of an approved sub-brand. See section 14 on page 49.

Lifeline Corporate Logo (mono)

100% black

Lifeline Corporate Logo (CMYK & spot)

Lifeline Dark Blue (100/67/0/38)
PMS 654

Lifeline Corporate Logo (reversed on coloured background)

(example background colour only)

Lifeline Corporate Logo (reversed on image)

(example image only)

Lifeline Brand Positioning Logo (mono)

100% black

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Lifeline Brand Positioning Logo (CMYK & spot)

Lifeline Dark Blue	(100/67/0/38) PMS 654
Lifeline Orange	(0/40/90/0) PMS 654

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Lifeline Brand Positioning Logo (reversed + spot on coloured background)

Lifeline Orange (PMS 1375)

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

(example background colour only)

Lifeline Brand Positioning Logo (reversed on coloured background)

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

(example background colour only)

Lifeline Brand Positioning Logo (reversed on image)

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

(example background image only)

Lifeline Shop Logo (mono)

100% black

Lifeline Shop Logo (CMYK + spot)

Lifeline Dark Blue (100/67/0/38)
PMS 654

Lifeline Orange (0/40/90/0)
PMS 654

Lifeline Shop Logo (reversed + spot on coloured background)

(example background colour only)

Lifeline Shop Logo (reversed on coloured background)

(example background colour only)

Lifeline Shop Logo (reversed on image)

Lifeline
shop

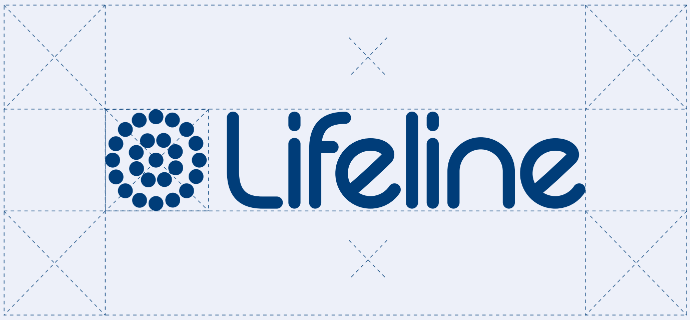
(example image only)

6.2 Exclusion Zone

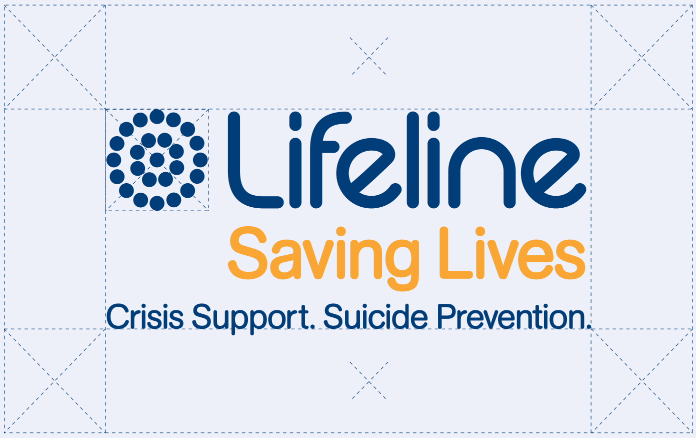
An exclusion zone has been set to ensure clear spacing and to avoid over crowding around all logos in the corporate logo suite.

The exclusion zone established is defined as ‘X’ and is based upon the diameter of the ‘circle icon’.

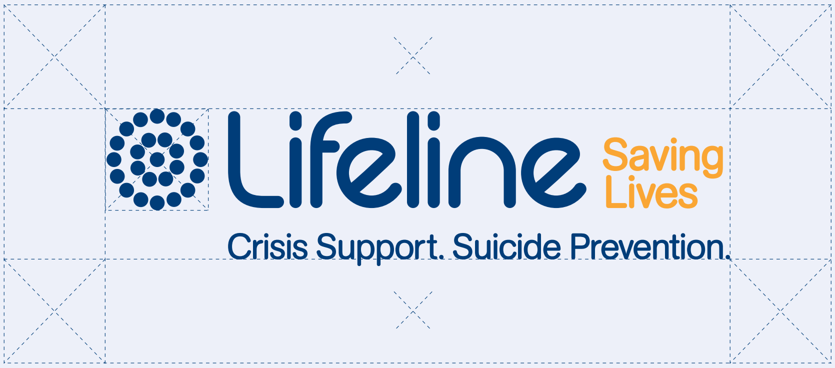
Lifeline Corporate Logo (inline)



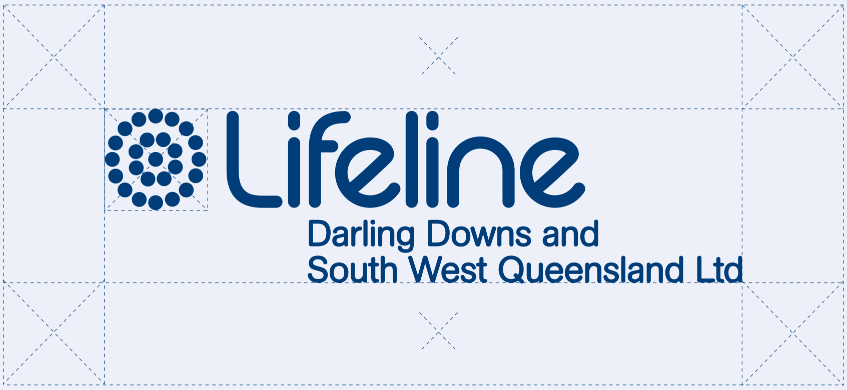
Lifeline Positioning Logo (stacked)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

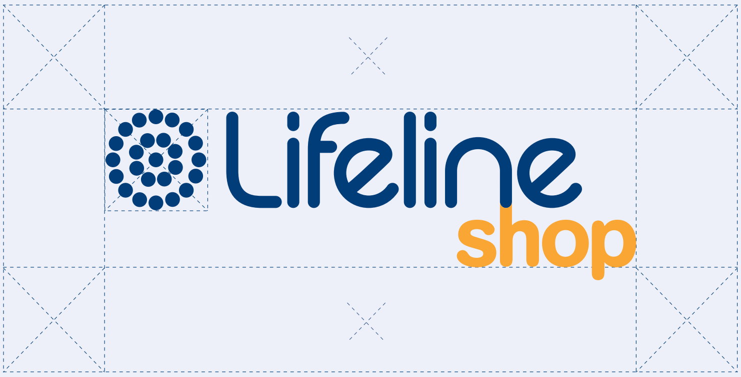
Lifeline Positioning Logo (inline)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

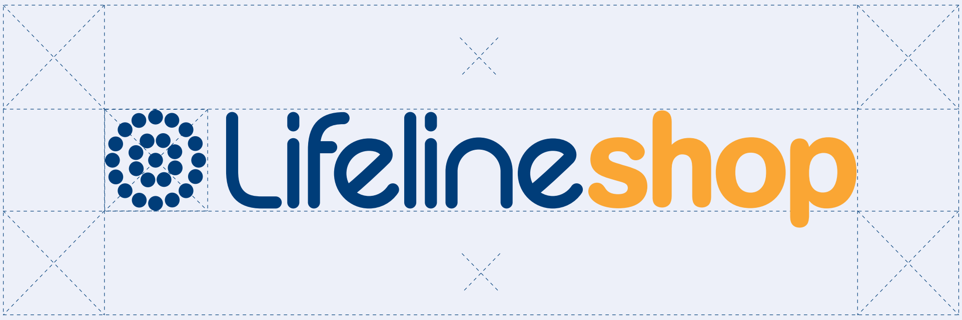
Lifeline Centre Logo


Lifeline
Darling Downs and
South West Queensland Ltd

Lifeline Shop Logo (stacked)


Lifeline
shop

Lifeline Shop Logo (inline)


Lifelineshop

6.3 Minimum Size Requirements

The desirable minimum logo usage size is illustrated below.

The size of each logo must ensure the logo is readable, clear and distinguishable. If the tagline or service elements are illegible then increase the logo size or use the Lifeline corporate logo.

Lifeline Corporate Logo (inline)

Lifeline

30mm

Lifeline Positioning Logo (stacked)

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

30mm

Lifeline Positioning Logo (inline)

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

40mm

Lifeline Shop Logo (stacked)

Lifeline
shop

40mm

Lifeline Shop Logo (inline)

Lifelineshop

40mm

Lifeline Centre Logo

The lifeline Corporate logo must appear no smaller than 30mm wide when used in a Centre logo.

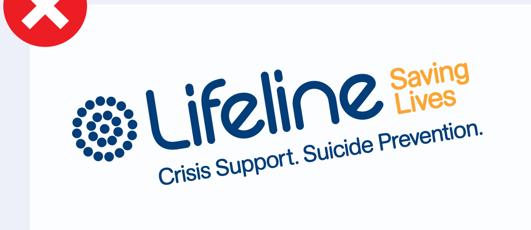
Lifeline
Darling Downs and
South West Queensland Ltd

30mm

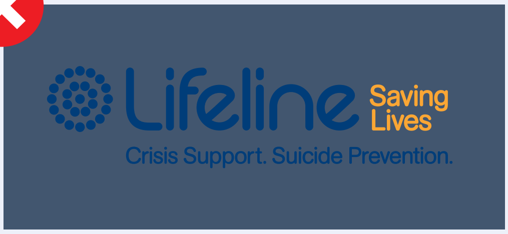
6.4 Incorrect Logo Application

Consistent use of the Lifeline brand in visual communication will help us build awareness and positive association. The following examples demonstrate how the brand is NOT to be used.

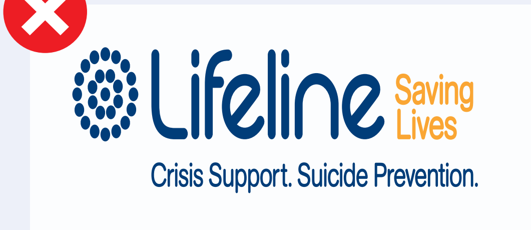
Never tilt design


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

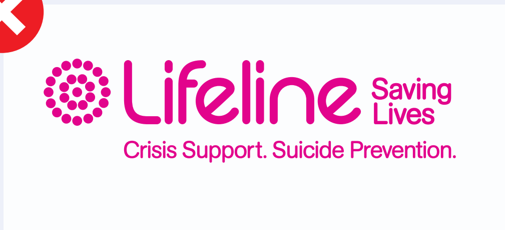
Never use the design in low contrast


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

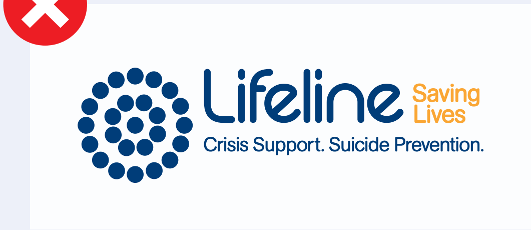
Never distort the logo


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

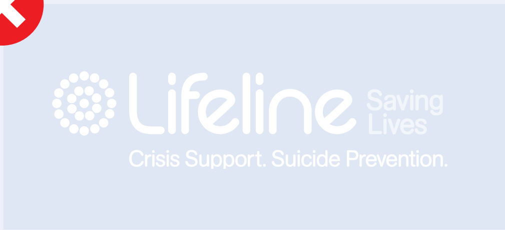
Never use the logo in any colours other than those specified in section 6.1


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

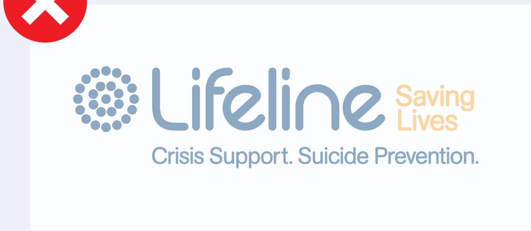
Do not alter the proportion or enlarge any part of the logo


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

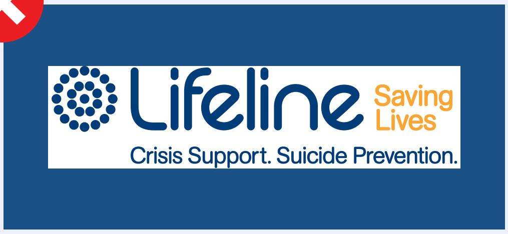
Never reverse the logo on a light tinted background


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

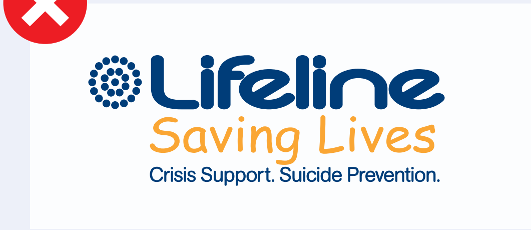
Never tint the logo


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

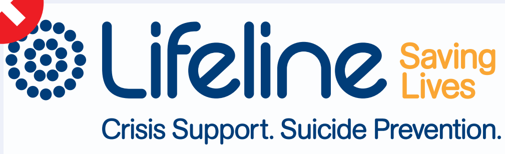
Never place the logo in a box on a coloured background


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Never re-type or re-create logo


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Never place the logo in a space that encroaches on the exclusion zone


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

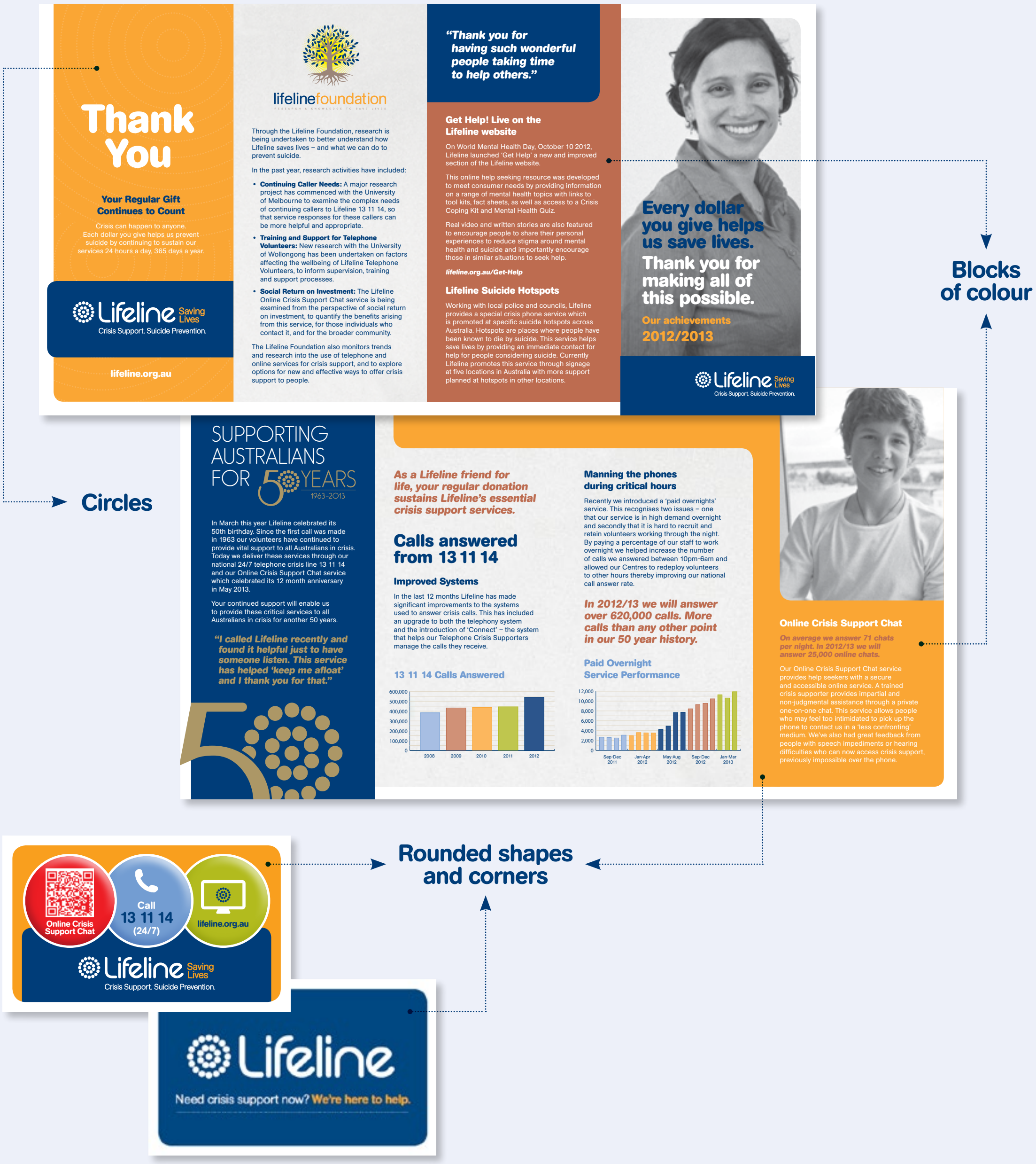
7. Visual Style Elements

Recognition and positive association of the Lifeline brand will not solely be determined by how Centres use Lifeline's logos. The use of our corporate colours, fonts, graphic elements and agreed communication messages are also important facets of the Lifeline brand.

Therefore, when developing any communication product that references or promotes Lifeline's brand, services or retail outlets please:

- Only use Lifeline's colour palette as outlined in section 4 on page 5
- Only use Lifeline's corporate fonts as outlined in section 5 on page 6
- Only use Lifeline's logos as outlined in section 6 on pages 7–15
- Incorporate the three key Lifeline graphic design elements including:
  - Rounded shapes and corners (as demonstrated below)
  - Blocks of colour (as demonstrated below)
  - Circles (as demonstrated below)

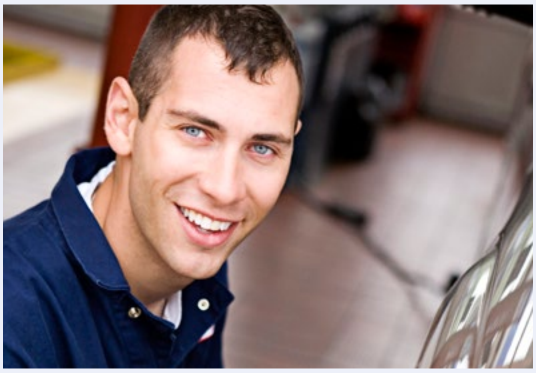
Examples of how Lifeline graphic design elements can be used

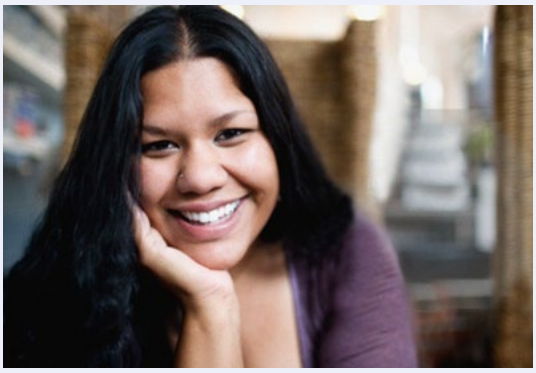


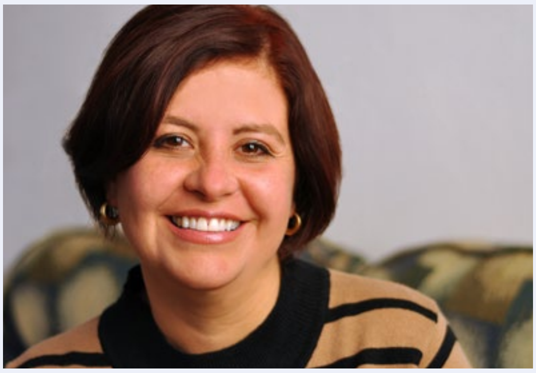
8. Imagery

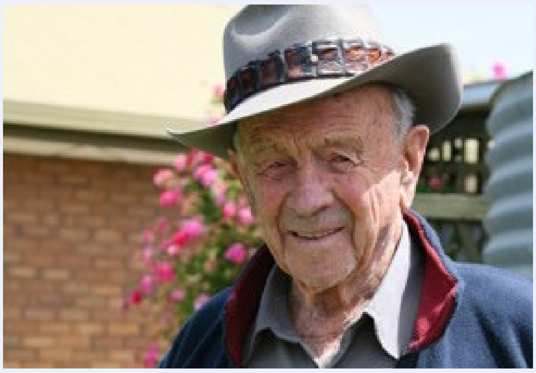
Imagery used in Lifeline communication materials should be of a positive and uplifting nature and natural in composition. Intimate, close-up shots of single individuals with non-symmetrical cropping is preferred. As a guide, create an emphasis on faces, not backgrounds.

For example









Images should always be high technical quality (e.g. never blurry or pixelated). Professional photography is always preferred, however it is understood that this can sometimes be cost prohibitive. Where it isn't possible to conduct a professional photo shoot, online stock photography can be used.

Lifeline's preferred stock photography websites are:

- istockphoto.com
- shutterstock.com
- gettyimages.com

8.1 Poor Colour Quality

Images of poor colour quality due to poor photography or scanning should not be used unless they can be colour corrected. The images above have been colour corrected. Photographs of people should have warm, friendly, healthy tones.

9. Stationery

To ensure branding and communication consistency across the organisation, the following stationery designs and templates have been developed and must be used. The inclusion of local information has been considered and accommodated.

Should these templates not meet local Centre or service requirements please contact the National Office Marketing Team.

Co-branding with a Parent or Member brand (UCC, Wesley etc) on all stationery items can be applied with National Office approval of design.

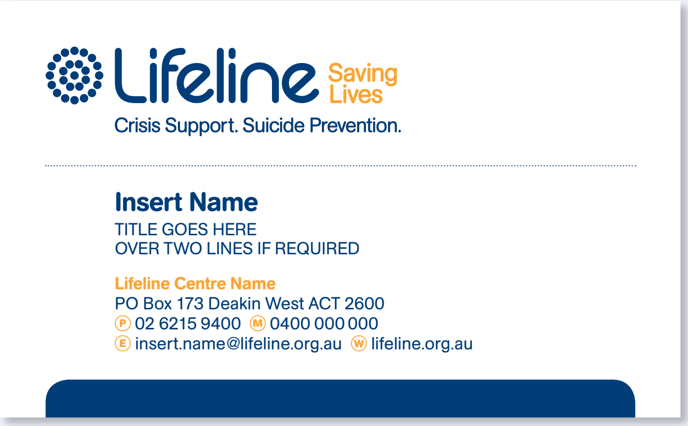
The preferred template for usage is *Template 1.*

9.1 Business Card

Size: 90mm x 55mm, double-sided
Colours: 2 colour – PMS 654 & PMS 1375

Examples shown are at 100% of final size.

Template 1 & 2 (front)

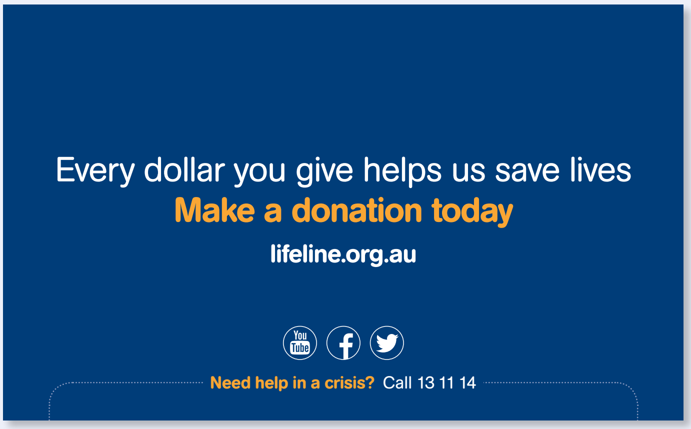


Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Insert Name
TITLE GOES HERE
OVER TWO LINES IF REQUIRED

Lifeline Centre Name
PO Box 173 Deakin West ACT 2600
Ⓟ 02 6215 9400 Ⓜ 0400 000 000
Ⓔ insert.name@lifeline.org.au Ⓦ lifeline.org.au

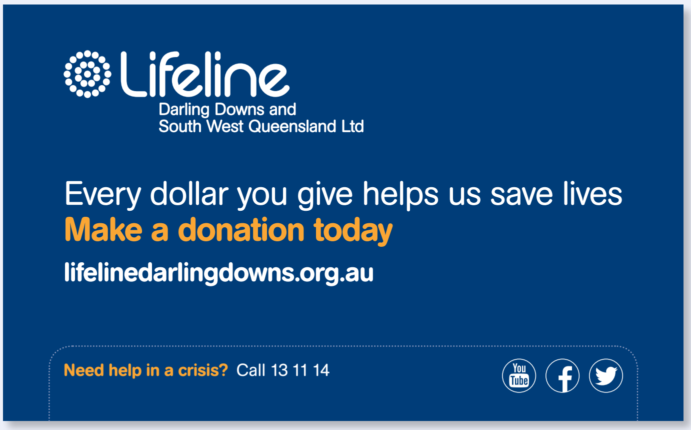
Template 1 (back)



Every dollar you give helps us save lives
Make a donation today
lifeline.org.au

Need help in a crisis? Call 13 11 14

Template 2 (back)

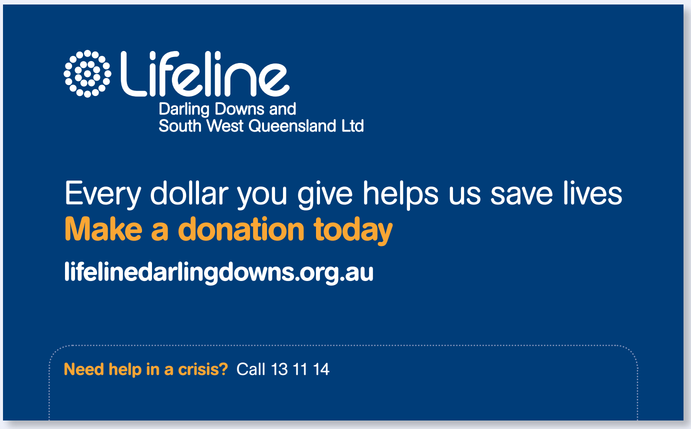


Lifeline
Darling Downs and
South West Queensland Ltd

Every dollar you give helps us save lives
Make a donation today
lifelinedarlingdowns.org.au

Need help in a crisis? Call 13 11 14

Template 2 (back) without social media icons



Lifeline
Darling Downs and
South West Queensland Ltd

Every dollar you give helps us save lives
Make a donation today
lifelinedarlingdowns.org.au

Need help in a crisis? Call 13 11 14

9.2 Letterhead

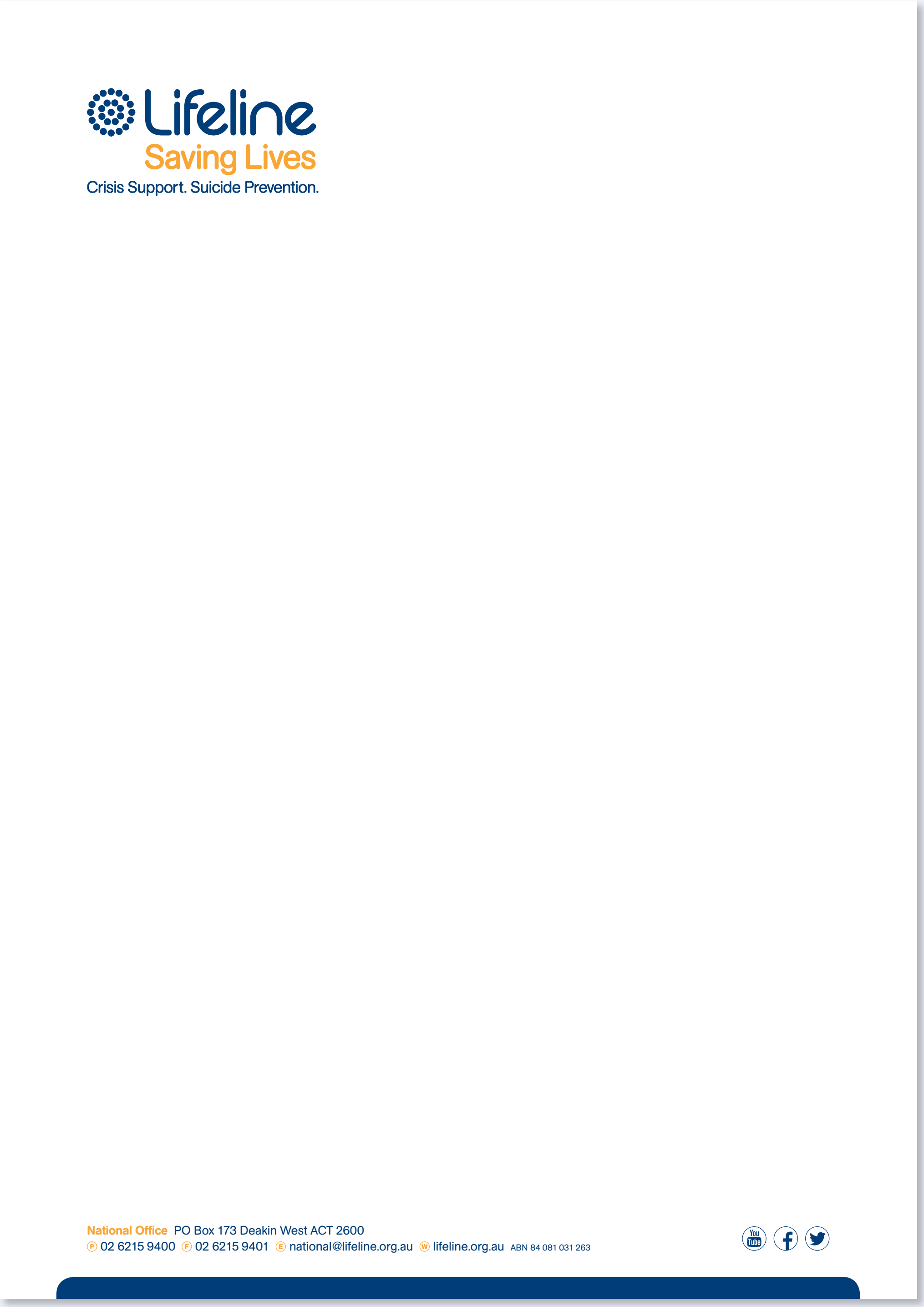
Size: A4 (210mm x 297mm), single-sided
Colours: 2 colour – PMS 654 & PMS 1375

All inserted text should sit within the specified margins, left margin is 20mm from edge of page, top margin is 60mm from top edge of page.

The preferred template for usage is *Template 1.*

Examples shown are at 65% of final size.

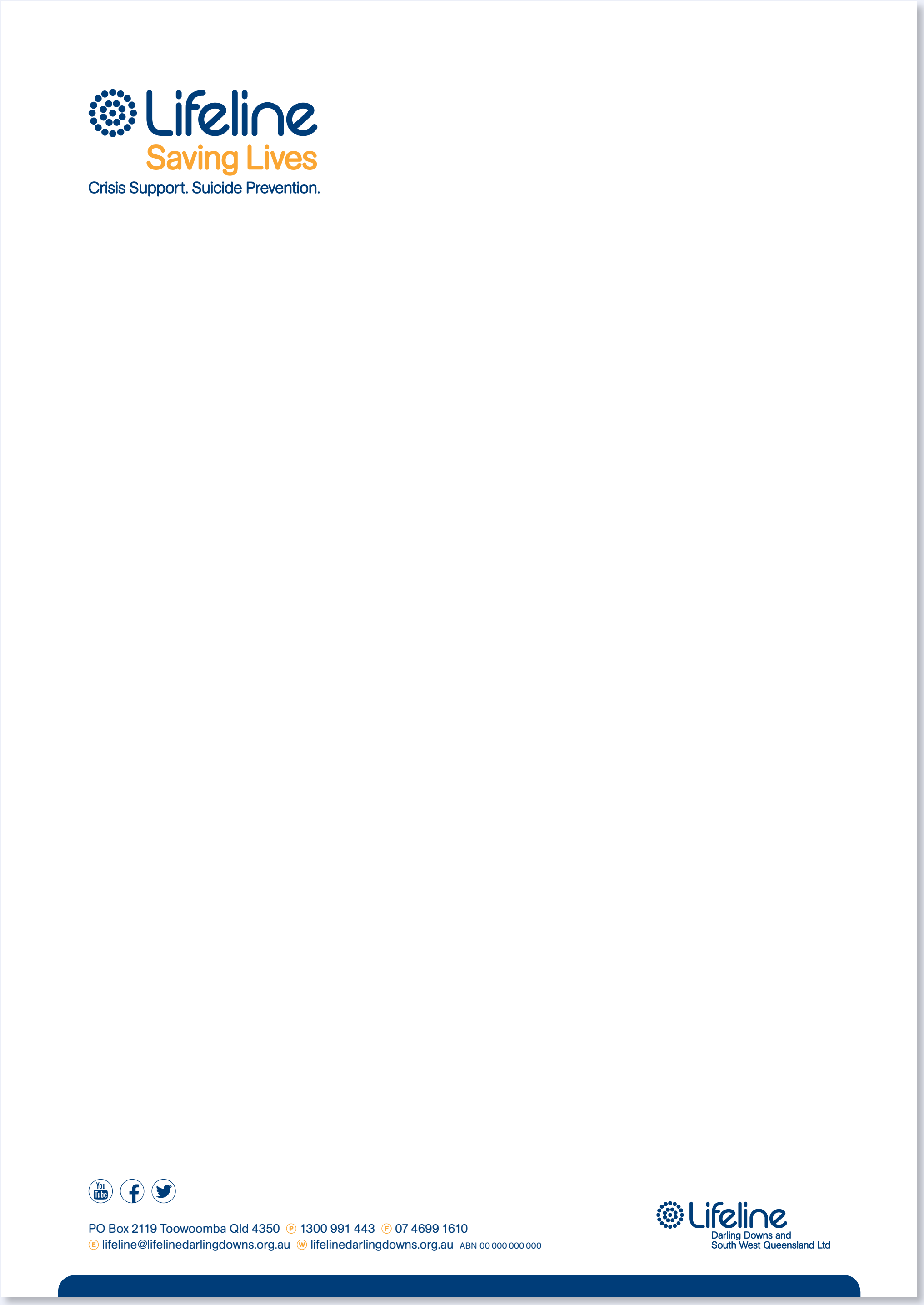
Template 1



Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

National Office PO Box 173 Deakin West ACT 2600
Ⓟ 02 6215 9400 Ⓕ 02 6215 9401 Ⓔ national@lifeline.org.au Ⓦ lifeline.org.au ABN 84 081 031 263

Template 2



Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

PO Box 2119 Toowoomba Qld 4350 Ⓟ 1300 991 443 Ⓕ 07 4699 1610
Ⓔ lifeline@lifelinedarlingdowns.org.au Ⓦ lifelinedarlingdowns.org.au ABN 00 000 000 000

Lifeline
Darling Downs and
South West Queensland Ltd

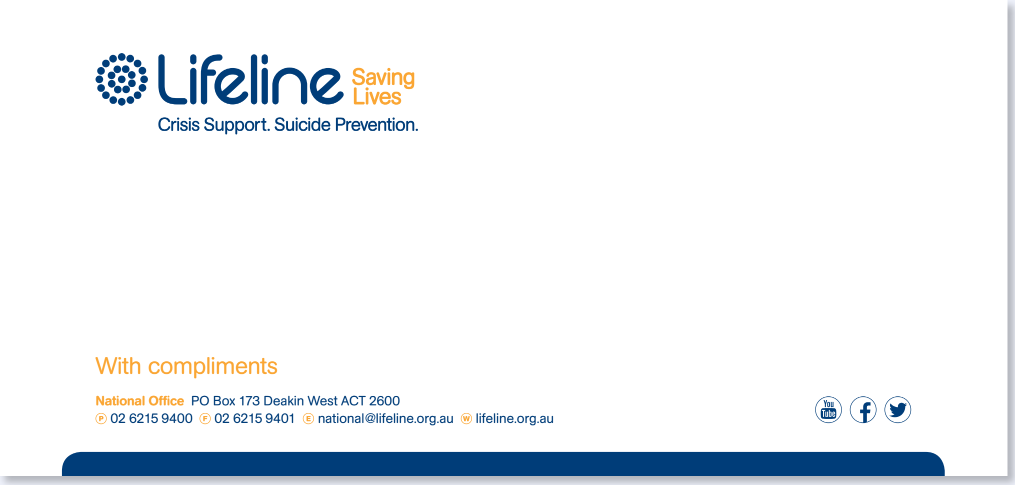
9.3 With Compliments Slip

Size: DL (210mm x 99mm), single-sided
Colours: 2 colour – PMS 654 & PMS 1375

The preferred template for usage is *Template 1.*

Examples shown are at 65% of final size.

Template 1

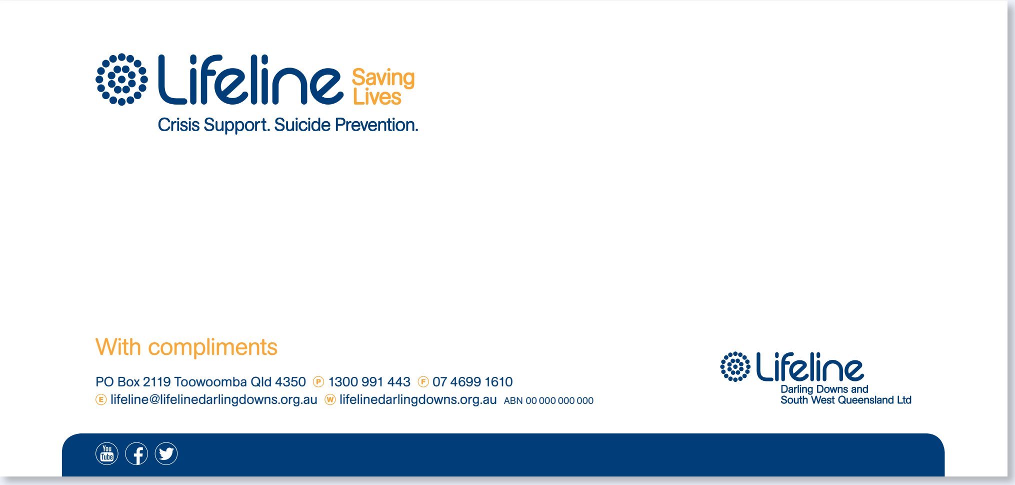


Lifeline Saving Lives
Crisis Support. Suicide Prevention.

With compliments

National Office PO Box 173 Deakin West ACT 2600
Ⓟ 02 6215 9400 Ⓕ 02 6215 9401 Ⓔ national@lifeline.org.au Ⓦ lifeline.org.au

Template 2



Lifeline Saving Lives
Crisis Support. Suicide Prevention.

With compliments

PO Box 2119 Toowoomba Qld 4350 Ⓟ 1300 991 443 Ⓕ 07 4699 1610
Ⓔ lifeline@lifelinedarlingdowns.org.au Ⓦ lifelinedarlingdowns.org.au ABN 00 000 000 000

Lifeline
Darling Downs and
South West Queensland Ltd

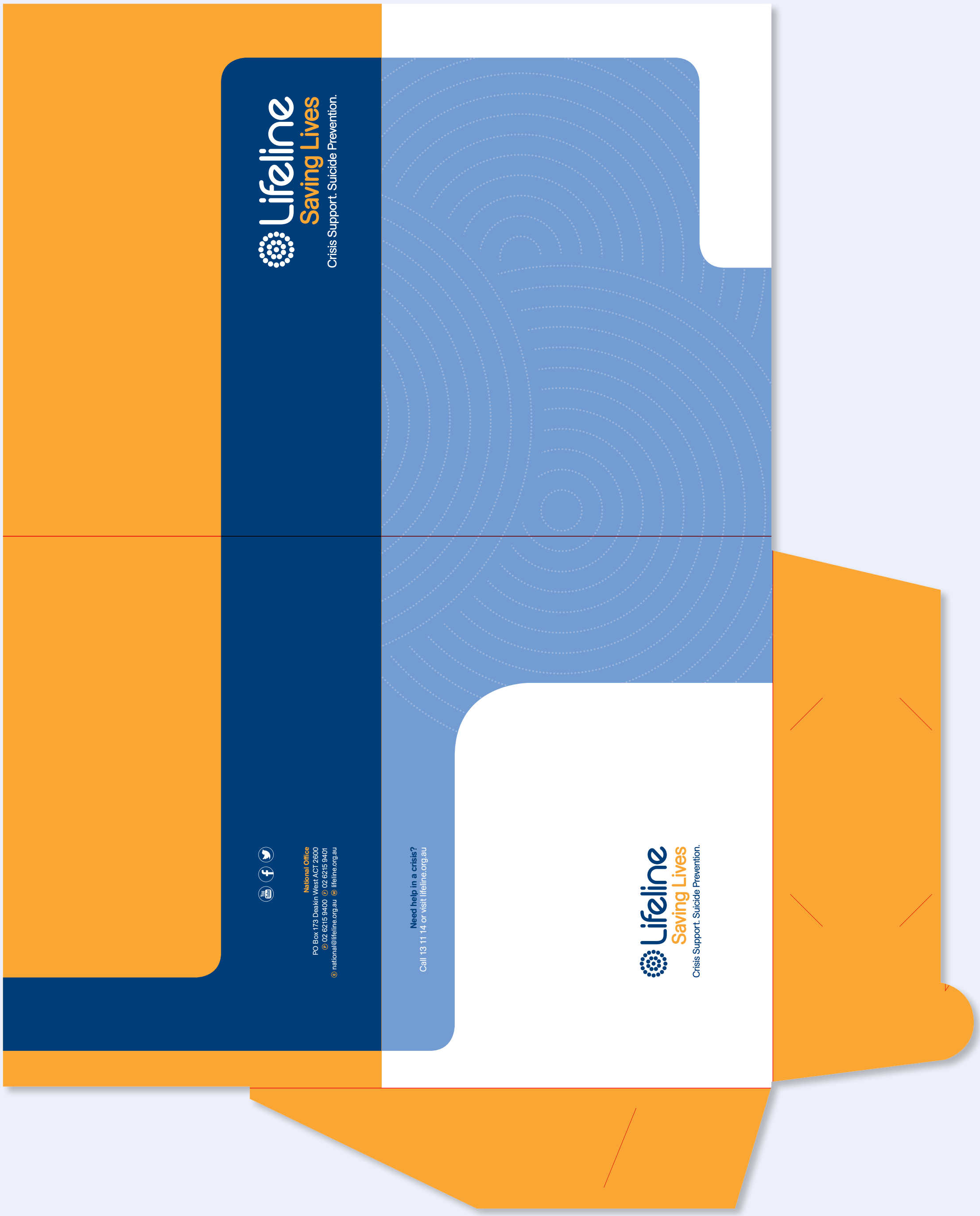
9.4 Presentation Folder

Flat Size: 494mm x 398mm, double-sided
Folded Size: 222mm x 315mm
Colours: CMYK – Lifeline Dark Blue, Light Blue & Orange

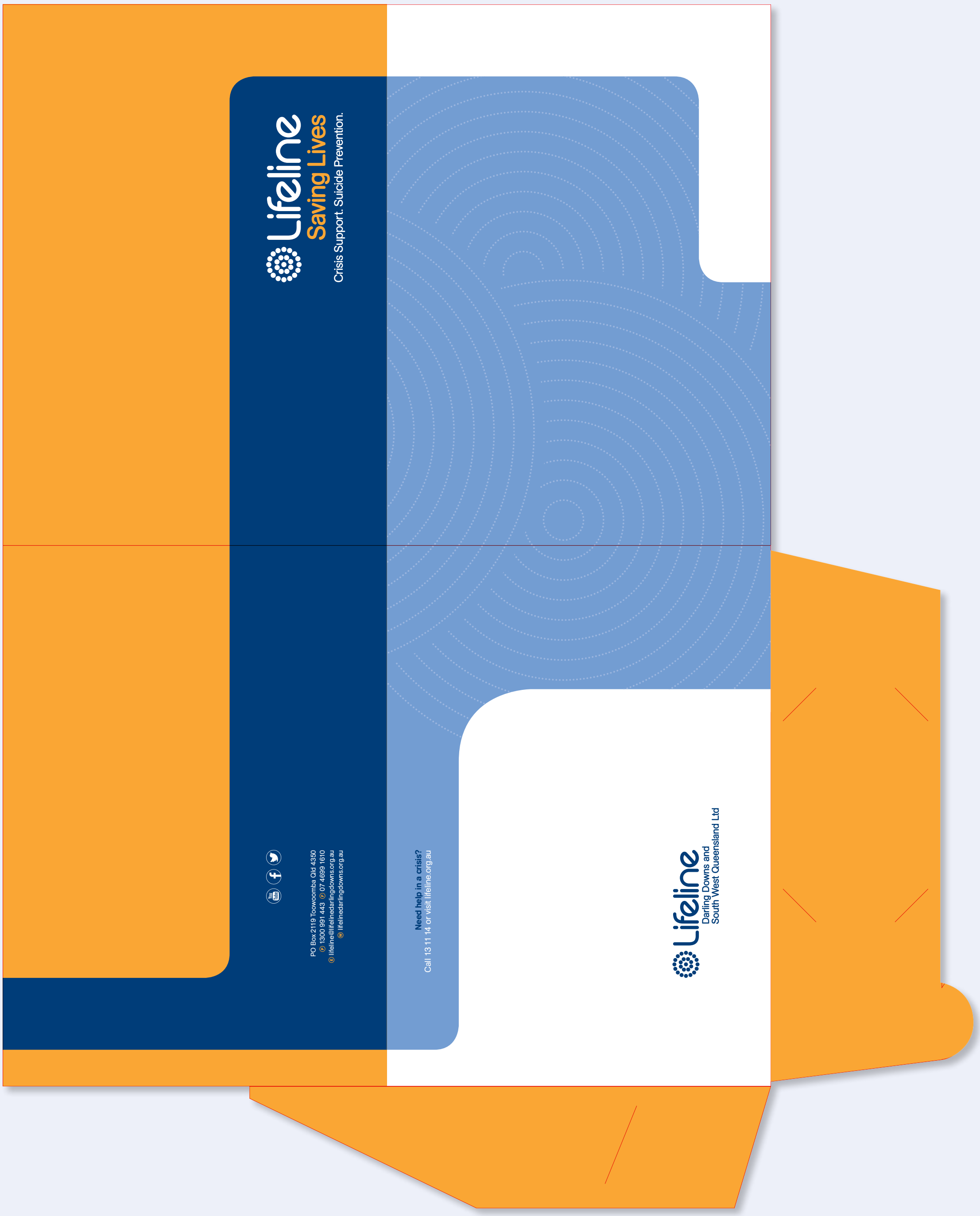
The preferred template for usage is *Template 1.*

Examples shown are at 38% of final size.

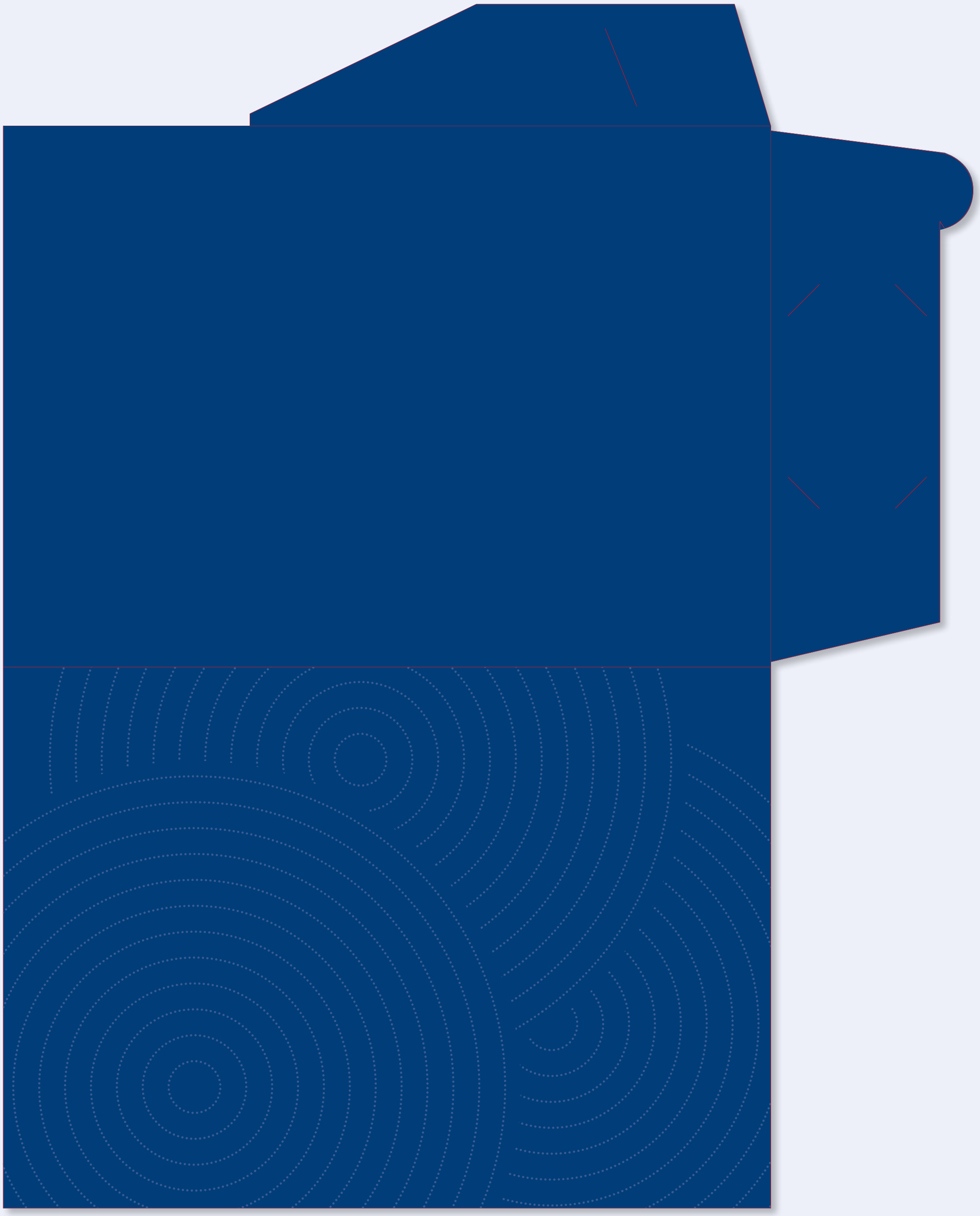
Template 1 (outside)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
National Office
PO Box 173 Deakin West ACT 2600
P 02 6215 9400 F 02 6215 9401
E national@lifeline.org.au W lifeline.org.au
Need help in a crisis?
Call 13 11 14 or visit lifeline.org.au
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Template 2 (outside)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
PO Box 2119 Toowoomba Qld 4350
P 1300 991 443 F 07 4699 1610
E lifeline@lifelinedarlingdowns.org.au
W lifelinedarlingdowns.org.au
Need help in a crisis?
Call 13 11 14 or visit lifeline.org.au
Lifeline
Darling Downs and
South West Queensland Ltd

Template 1 & 2 (inside)



9.5 Electronic Letterhead

Size: A4 (210mm x 297mm)
Format: Microsoft Word (.doc)

All inserted text should sit within the specified margins, left margin is 20mm from edge of page, top margin is 60mm from top edge of page.

The preferred template for usage is *Template 1.*

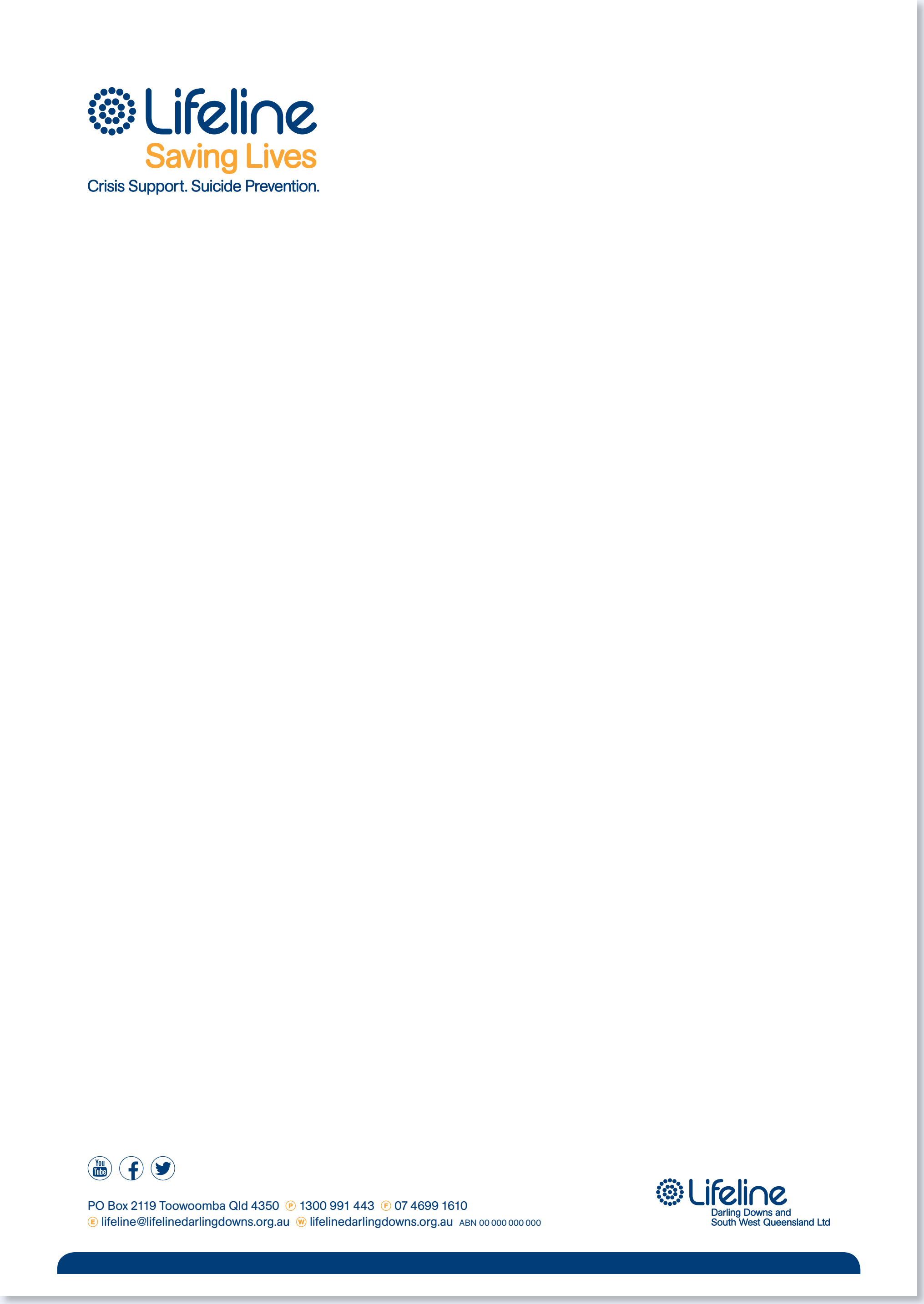
Examples shown are at 65% of final size.

Template 1

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

National Office PO Box 173 Deakin West ACT 2600
Ⓟ 02 6215 9400 Ⓕ 02 6215 9401 Ⓔ national@lifeline.org.au Ⓦ lifeline.org.au ABN 84 081 031 263

Template 2

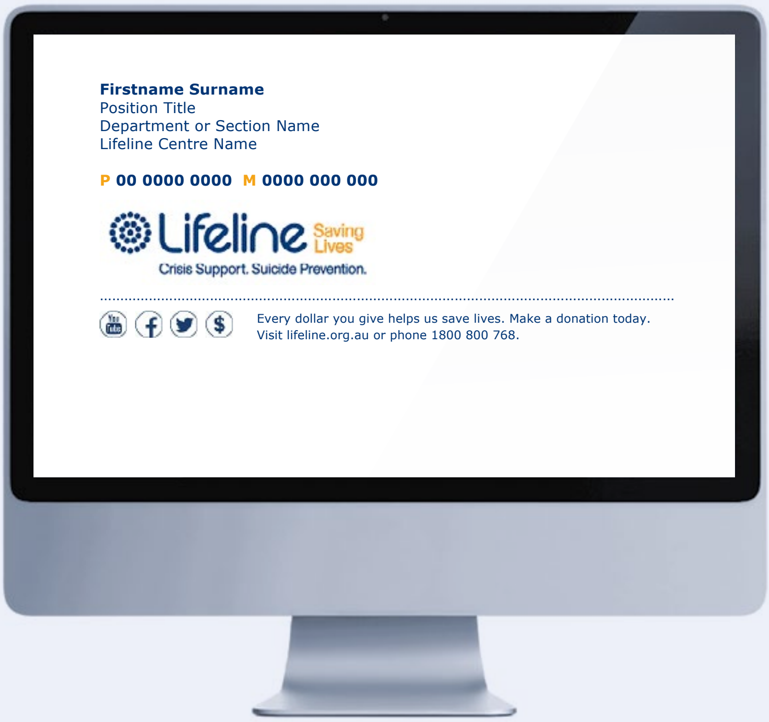


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

PO Box 2119 Toowoomba Qld 4350 Ⓟ 1300 991 443 Ⓕ 07 4699 1610
Ⓔ lifeline@lifelinedarlingdowns.org.au Ⓦ lifelinedarlingdowns.org.au ABN 00 000 000 000

Lifeline
Darling Downs and
South West Queensland Ltd

9.6 Email Signature Block



Firstname Surname
Position Title
Department or Section Name
Lifeline Centre Name

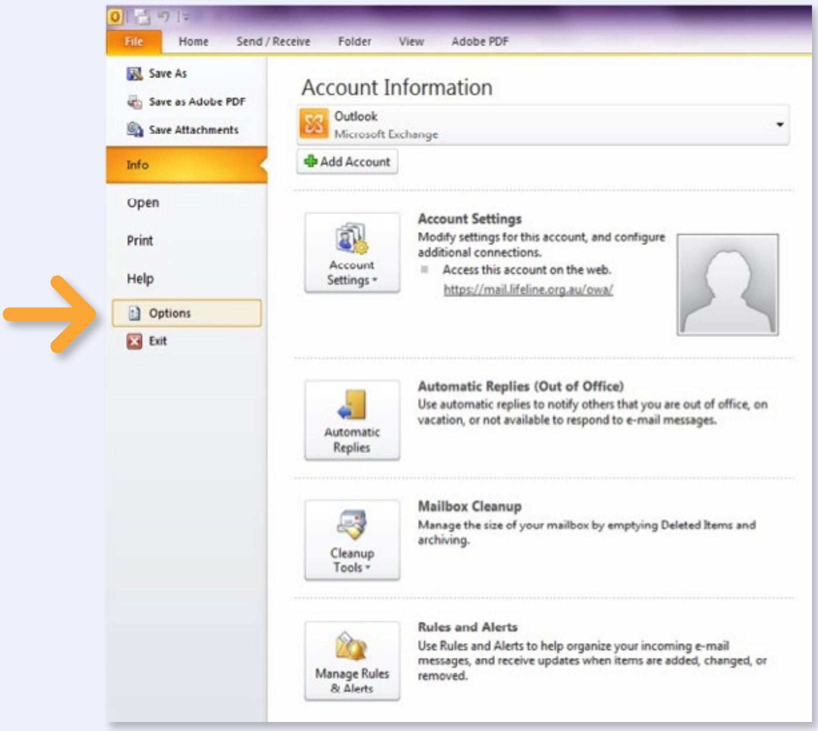
P **00 0000 0000** M **0000 000 000**

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Every dollar you give helps us save lives. Make a donation today.
Visit lifeline.org.au or phone 1800 800 768.

Microsoft Outlook Instructions

1. Open the provided document named ‘Email Signature Block’.
2. Highlight the whole email block, right click and copy.
3. Go to your Microsoft Outlook Inbox.
4. In the top left hand corner, click File and then Options.



File
Home
Send / Receive
Folder
View
Adobe PDF
Save As
Save as Adobe PDF
Save Attachments
Info
Open
Print
Help
Options
Exit

Account Information

Outlook
Microsoft Exchange

Add Account
Account Settings
Automatic Replies
Cleanup Tools
Manage Rules & Alerts

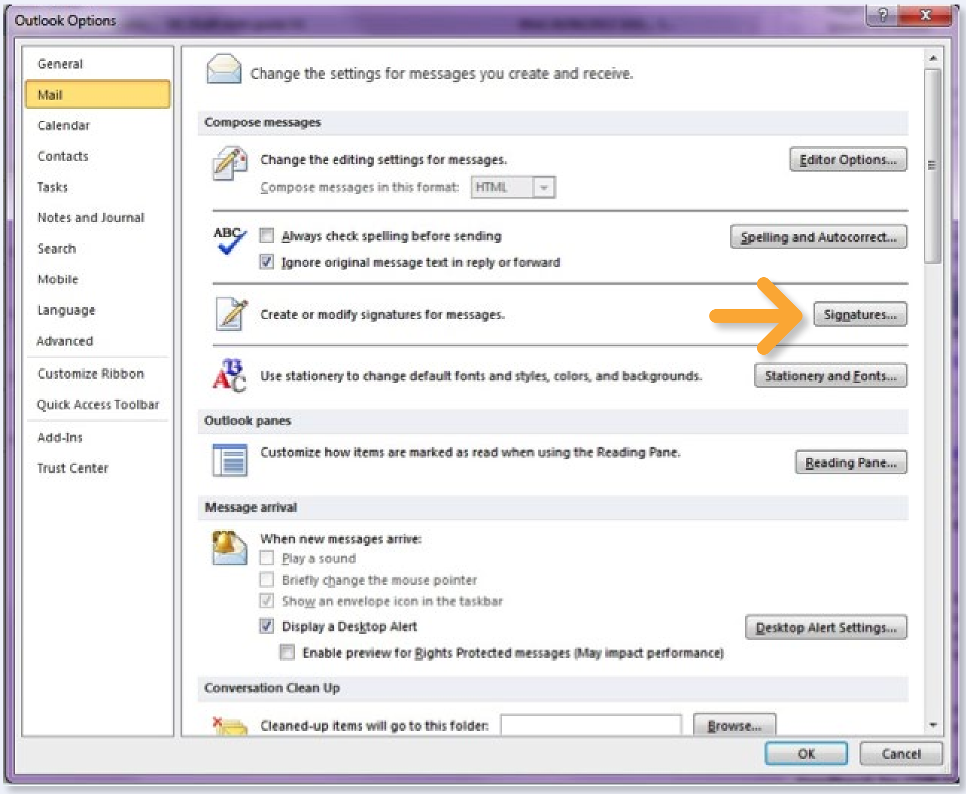
Account Settings
Modify settings for this account, and configure additional connections.
- Access this account on the web.
https://mail.lifeline.org.au/owa/

Automatic Replies (Out of Office)
Use automatic replies to notify others that you are out of office, on vacation, or not available to respond to e-mail messages.

Mailbox Cleanup
Manage the size of your mailbox by emptying Deleted Items and archiving.

Rules and Alerts
Use Rules and Alerts to help organize your incoming e-mail messages, and receive updates when items are added, changed, or removed.

5. In Options, click on Mail and then Signatures.


Outlook Options
General
Mail
Calendar
Contacts
Tasks
Notes and Journal
Search
Mobile
Language
Advanced
Customize Ribbon
Quick Access Toolbar
Add-Ins
Trust Center
Compose messages
Editor Options...
Spelling and Autocorrect...
Signatures...
Stationery and Fonts...
Outlook panes
Reading Pane...
Message arrival
Desktop Alert Settings...
Conversation Clean Up
Browse...
OK
Cancel

Change the settings for messages you create and receive.

Change the editing settings for messages.

Compose messages in this format: HTML

☐ Always check spelling before sending

☑ Ignore original message text in reply or forward

Create or modify signatures for messages.

Use stationery to change default fonts and styles, colors, and backgrounds.

Customize how items are marked as read when using the Reading Pane.

When new messages arrive:

☐ Play a sound

☐ Briefly change the mouse pointer

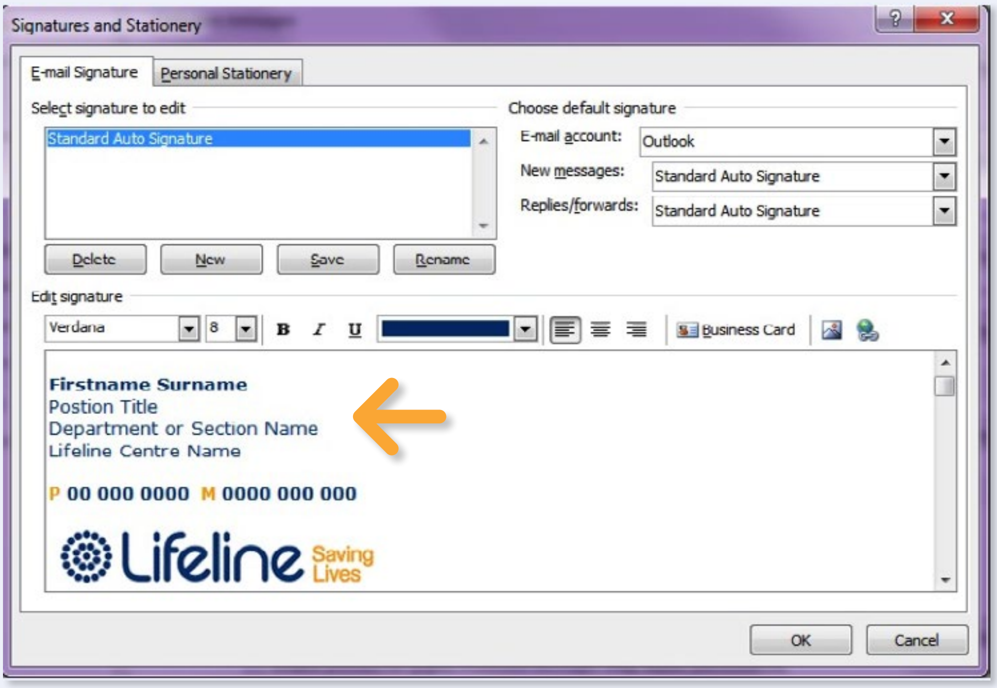
☑ Show an envelope icon in the taskbar

☑ Display a Desktop Alert

☐ Enable preview for Rights Protected messages (May impact performance)

Cleaned-up items will go to this folder:

6. In Signatures, highlight your existing Email Signature and delete.
7. Now right click and paste.
8. Fill in your personal details ensuring you keep the existing formatting, order of content and spacing as per the example provided.


Signatures and Stationery
E-mail Signature
Personal Stationery
Select signature to edit
Choose default signature
Delete
New
Save
Rename
Edit signature
B
I
U
Business Card
OK
Cancel
Lifeline
Saving Lives

Standard Auto Signature

E-mail account: Outlook

New messages: Standard Auto Signature

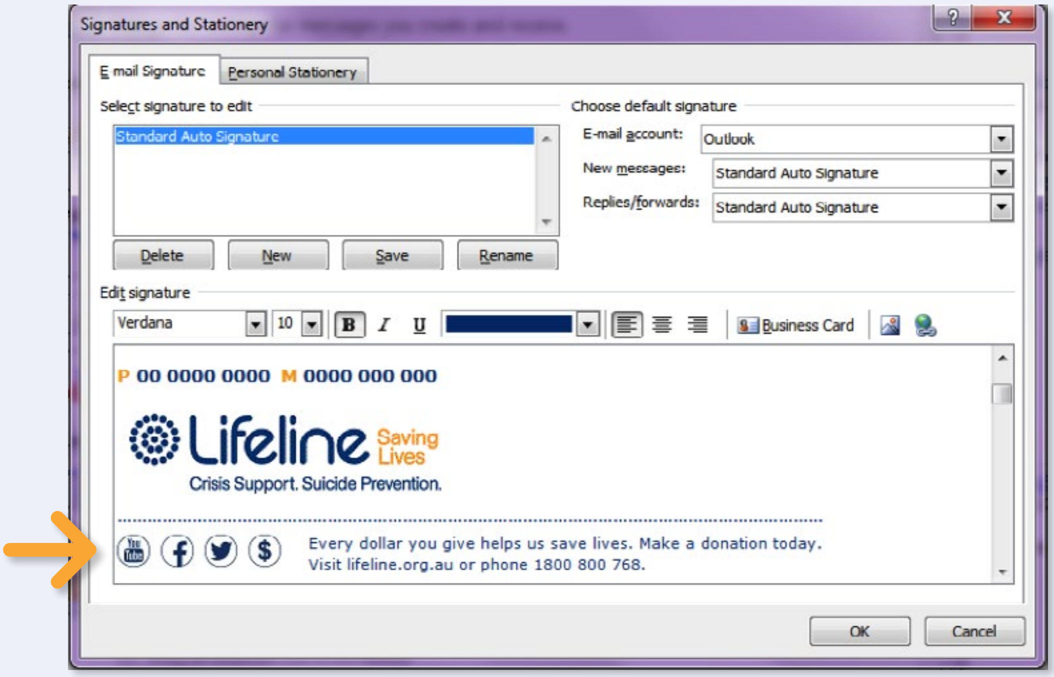
Replies/forwards: Standard Auto Signature

Verdana 8

Firstname Surname
Postion Title
Department or Section Name
Lifeline Centre Name

P 00 000 0000 M 0000 000 000

9. Hyperlink to localised social media icons, website link and phone number.


Signatures and Stationery
E mail Signature
Personal Stationery
Select signature to edit
Choose default signature
Delete
New
Save
Rename
Edit signature
Verdana
10
B
I
U
Business Card
OK
Cancel

Standard Auto Signature

E-mail account: Outlook

New messages: Standard Auto Signature

Replies/forwards: Standard Auto Signature

P 00 0000 0000 M 0000 000 000

Lifeline Saving Lives

Crisis Support. Suicide Prevention.

Every dollar you give helps us save lives. Make a donation today.
Visit lifeline.org.au or phone 1800 800 768.

10. Click OK when complete and then OK in the Options window.

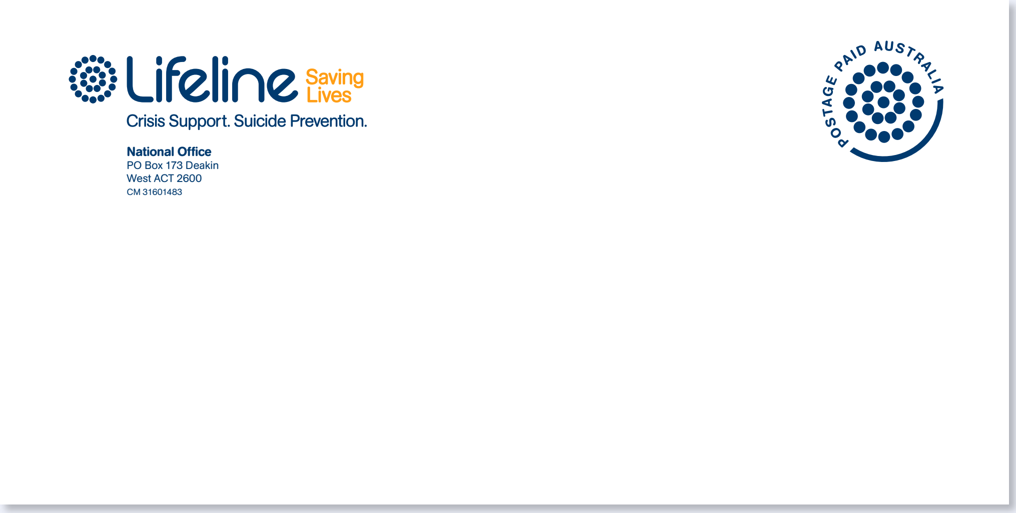
9.7 Envelopes

Size: DL (210mm x 99mm), double-sided & DLX (235mm x 120mm), double sided
Colours: 2 colour – PMS 654 & PMS 1375

The preferred template for usage is *Template 1.*

Examples shown are at 65% of final size.

DL & DLX Envelopes Template 1 (front)

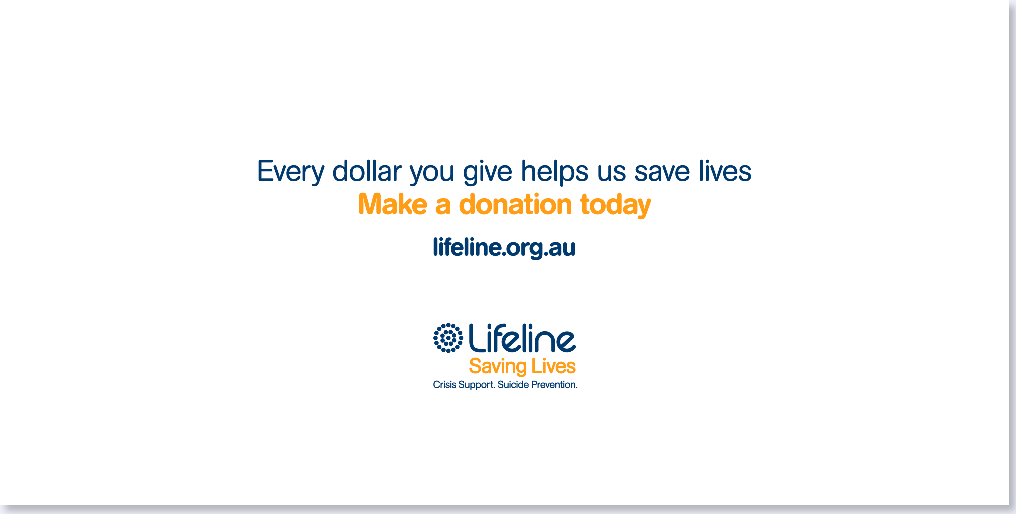


Lifeline Saving Lives
Crisis Support. Suicide Prevention.

National Office
PO Box 173 Deakin
West ACT 2600
CM 31601483

POSTAGE PAID AUSTRALIA

DL & DLX Envelopes Template 1 (back)



Every dollar you give helps us save lives
Make a donation today

lifeline.org.au

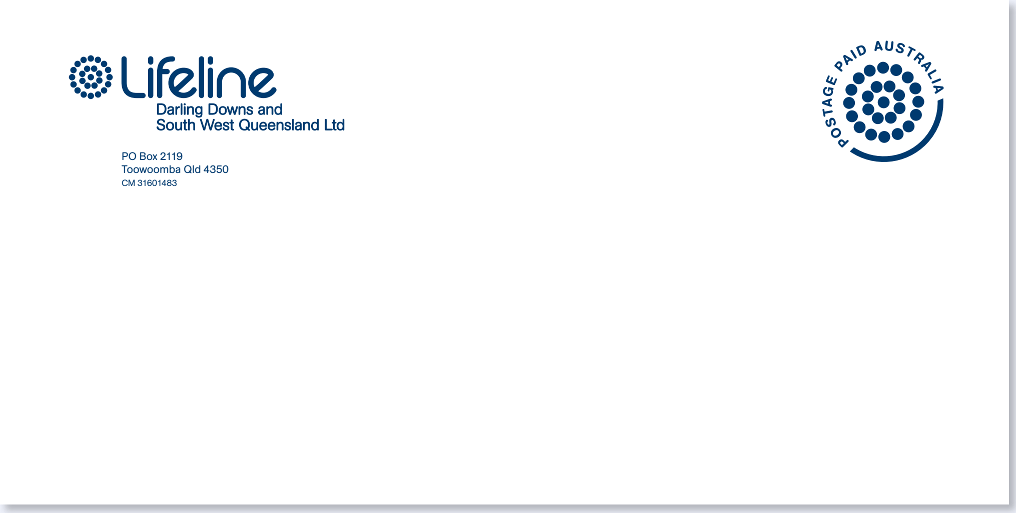
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Size: DL (210mm x 99mm), double-sided & DLX (235mm x 120mm), double sided
Colours: 2 colour – PMS 654 & PMS 1375

The preferred template for usage is *Template 1.*

Examples shown are at 65% of final size.

DL & DLX Envelopes Template 2 (front)

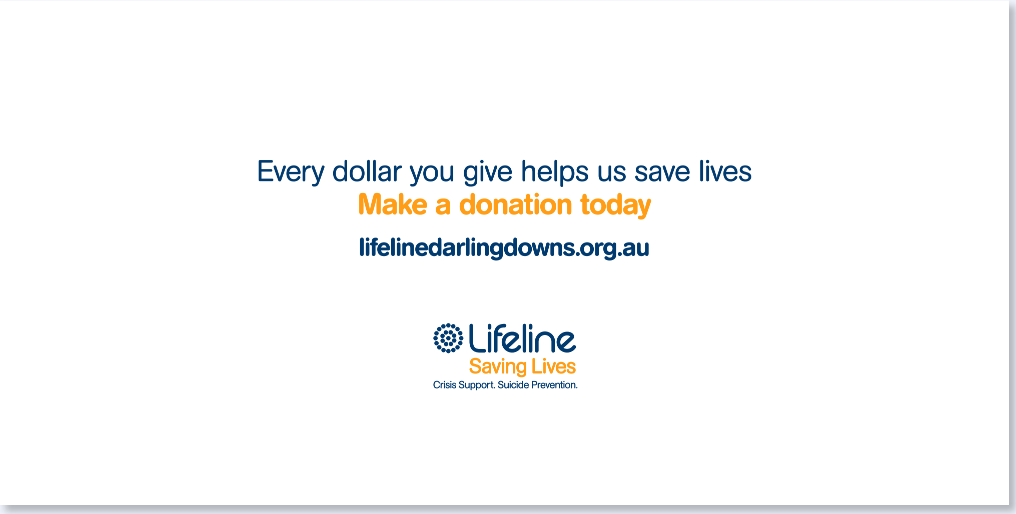


Lifeline
Darling Downs and
South West Queensland Ltd

PO Box 2119
Toowoomba Qld 4350
CM 31601483

POSTAGE PAID AUSTRALIA

DL & DLX Envelopes Template 2 (back)



Every dollar you give helps us save lives
Make a donation today

lifelinedarlingdowns.org.au

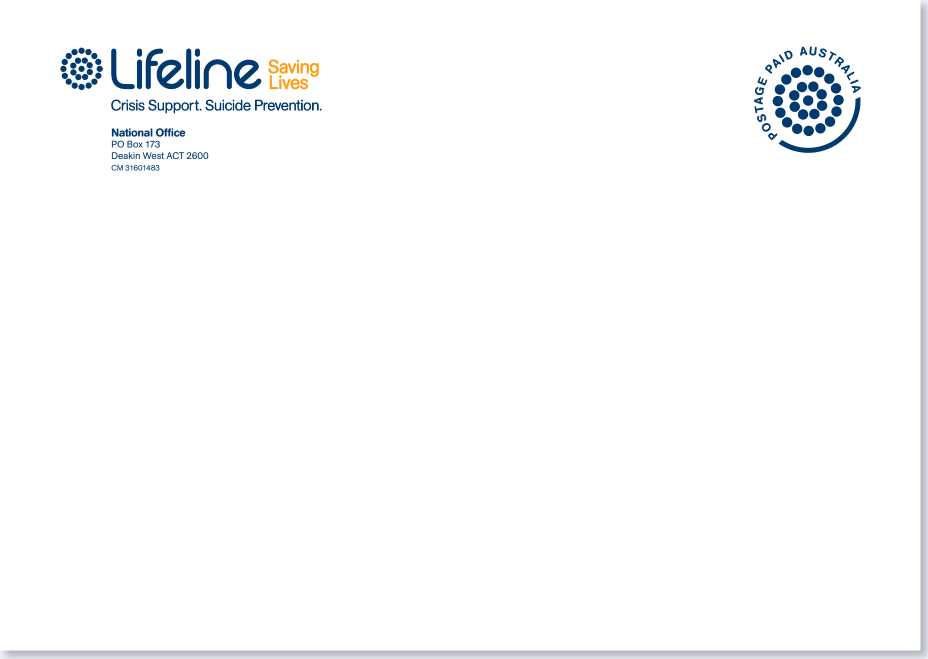
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Size: C5 (229mm x 162mm), double-sided
Colours: 2 colour – PMS 654 & PMS 1375

The preferred template for usage is *Template 1.*

Examples shown are at 53% of final size.

C5 Envelope Template 1 (front)

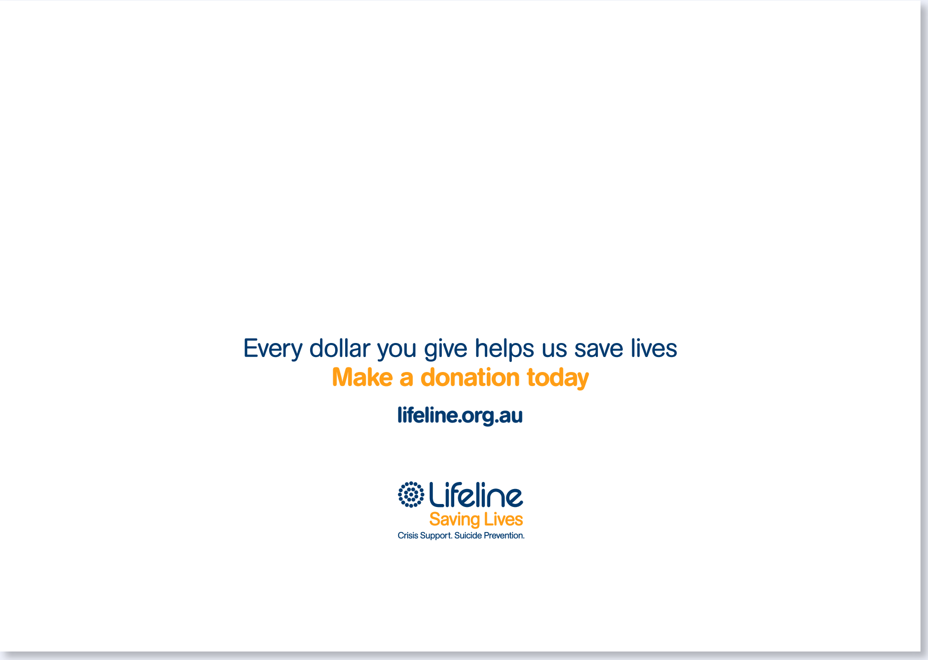


Lifeline Saving Lives
Crisis Support. Suicide Prevention.

National Office
PO Box 173
Deakin West ACT 2600
CM 31601483

POSTAGE PAID AUSTRALIA

C5 Envelope Template 1 (back)



Every dollar you give helps us save lives
Make a donation today

lifeline.org.au

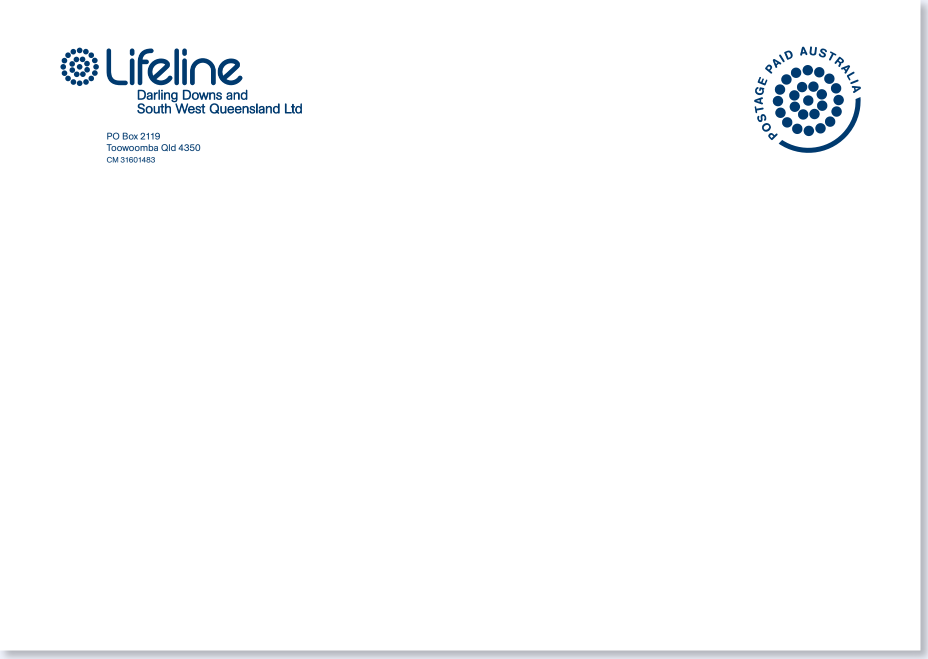
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Size: C5 (229mm x 162mm), double-sided
Colours: 2 colour – PMS 654 & PMS 1375

The preferred template for usage is *Template 1.*

Examples shown are at 53% of final size.

C5 Envelope Template 2 (front)

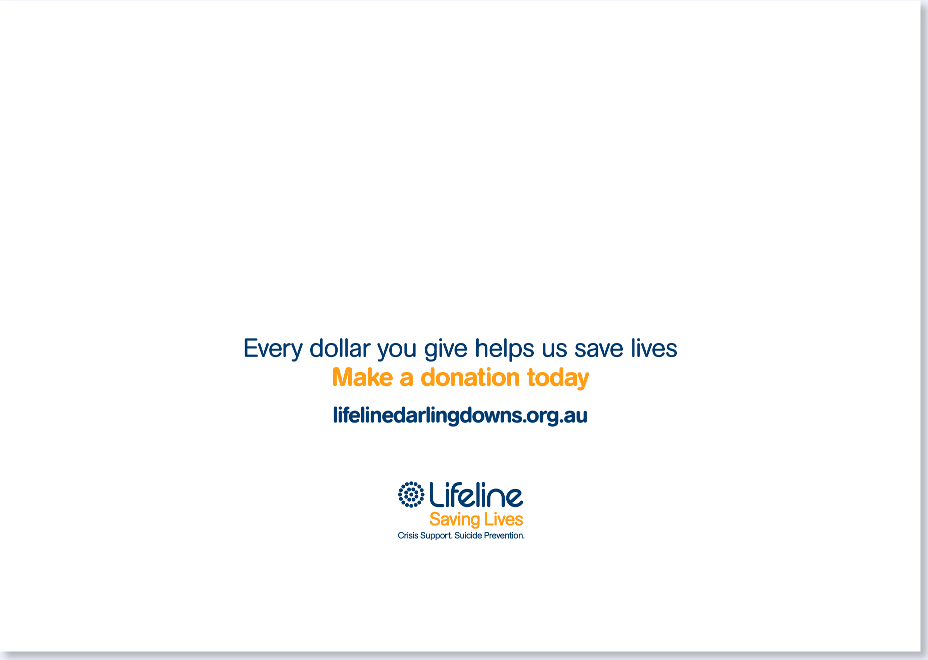


Lifeline
Darling Downs and
South West Queensland Ltd

PO Box 2119
Toowoomba Qld 4350
CM 31601483

POSTAGE PAID AUSTRALIA

C5 Envelope Template 2 (back)



Every dollar you give helps us save lives
Make a donation today

lifelinedarlingdowns.org.au

Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

9.8 PowerPoint Template

Format: Microsoft PowerPoint (.ppt)

Please see the heading and text levels below and refer to the template document for the page layout.

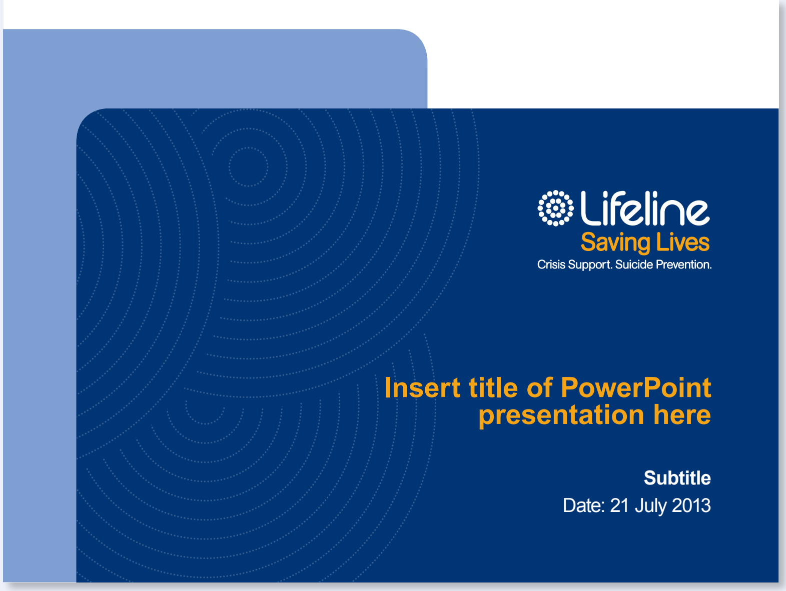
The preferred template for usage is *Template 1.*

Examples shown are at 40% of final size.

PowerPoint Template (title slide)

Background graphic (including logo) is locked and should not be altered.
The presentation title and subtitle are the only editable fields.

Note: Print friendly black and white templates are also available.

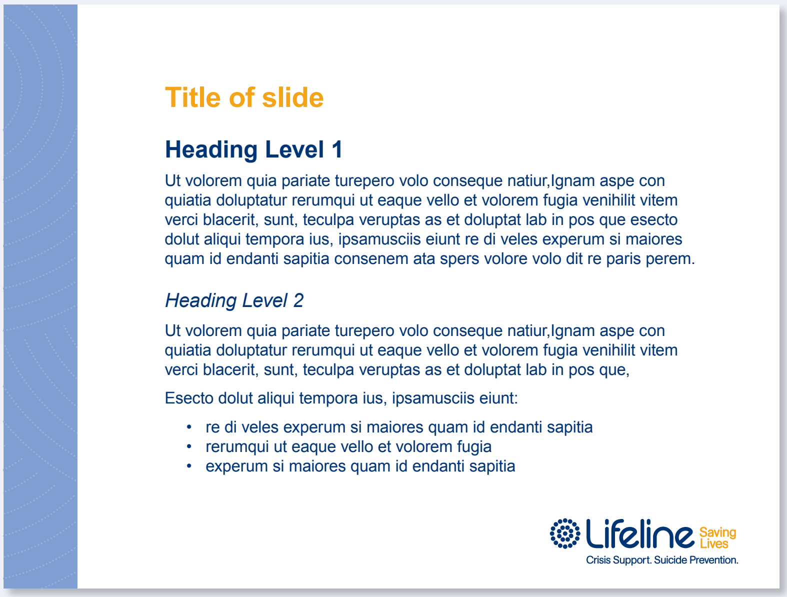


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Insert title of PowerPoint presentation here

Subtitle
Date: 21 July 2013

PowerPoint Template 1 (internal slide)



Title of slide

Heading Level 1

Ut volorem quia pariate turepero volo conseque natiur,Ignam aspe con quiatia doluptatur rerumqui ut eaque vello et volorem fugia venihilit vitem verci blacerit, sunt, teculpa veruptas as et doluptat lab in pos que esecto dolut aliqui tempora ius, ipsamusciis eiunt re di veles experum si maiores quam id endanti sapitia consenem ata spers volore volo dit re paris perem.

Heading Level 2

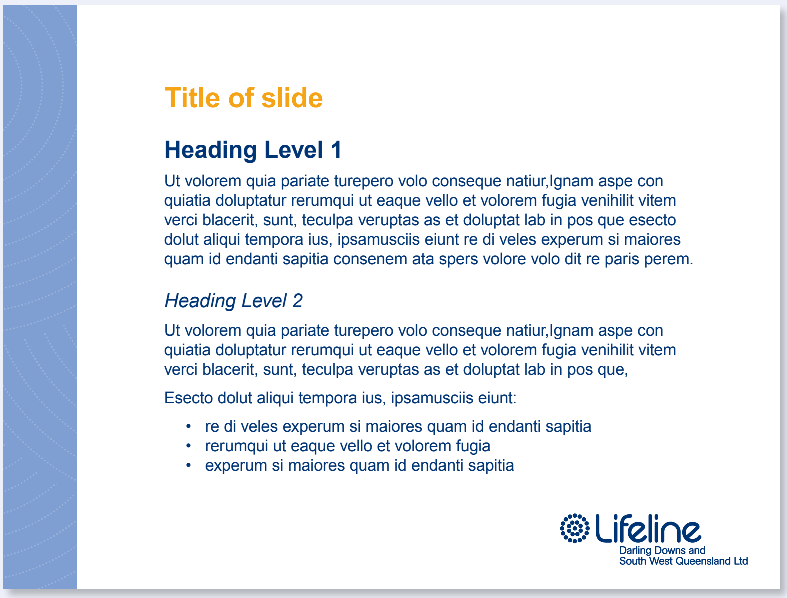
Ut volorem quia pariate turepero volo conseque natiur,Ignam aspe con quiatia doluptatur rerumqui ut eaque vello et volorem fugia venihilit vitem verci blacerit, sunt, teculpa veruptas as et doluptat lab in pos que,

Esecto dolut aliqui tempora ius, ipsamusciis eiunt:

- re di veles experum si maiores quam id endanti sapitia
- rerumqui ut eaque vello et volorem fugia
- experum si maiores quam id endanti sapitia

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

PowerPoint Template 2 (internal slide)



Title of slide

Heading Level 1

Ut volorem quia pariate turepero volo conseque natiur,Ignam aspe con quiatia doluptatur rerumqui ut eaque vello et volorem fugia venihilit vitem verci blacerit, sunt, teculpa veruptas as et doluptat lab in pos que esecto dolut aliqui tempora ius, ipsamusciis eiunt re di veles experum si maiores quam id endanti sapitia consenem ata spers volore volo dit re paris perem.

Heading Level 2

Ut volorem quia pariate turepero volo conseque natiur,Ignam aspe con quiatia doluptatur rerumqui ut eaque vello et volorem fugia venihilit vitem verci blacerit, sunt, teculpa veruptas as et doluptat lab in pos que,

Esecto dolut aliqui tempora ius, ipsamusciis eiunt:

- re di veles experum si maiores quam id endanti sapitia
- rerumqui ut eaque vello et volorem fugia
- experum si maiores quam id endanti sapitia

Lifeline
Darling Downs and
South West Queensland Ltd

9.9 Word Document Template

Size: A4 (210mm x 297mm)
Format: Microsoft Word (.doc)

All inserted text should sit within the specified margins, left margin is 33mm from edge of page, top margin is 43mm from top edge of page.

Please see the heading and text levels below and refer to the template documents for the page layout.

Templates one and two have both colour and mono versions for use, however the preferred template for usage is *Template 1 (colour).*

Note: Print friendly black and white templates are also available.

Examples shown are at 21% of final size.

Word Document Template Text Styles

Title (Arial Bold 22/24pt)

1. Heading One (Arial Bold 14/16pt)

Body text (Arial Regular 10/12pt)

1.1 Heading Two (Arial Bold 13/15pt)

Body text (Arial Regular 10/12pt)

1.1.1 Heading Three (Arial Bold 12/14pt)

Body text (Arial Regular 10/12pt)

1.1.1.1 Heading Four (Arial Regular 11/13pt)

Body text (Arial Regular 10/12pt)

1.1.1.1.1 Heading Five (Arial Regular Italic 11/13pt)

Body text (Arial Regular 10/12pt)

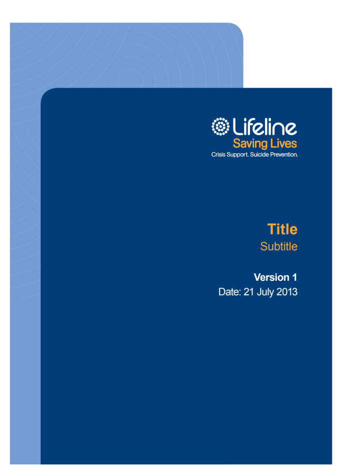
Footer Text (Arial Bold 8/9.5pt)

Word Document Template 1 (portrait)

TITLE PAGE

CONTENTS PAGE

TEXT PAGE


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Title
Subtitle

Version 1
Date: 21 July 2013

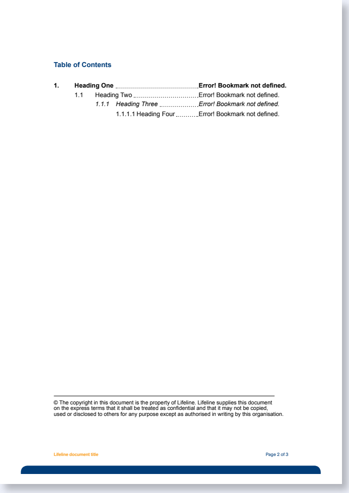
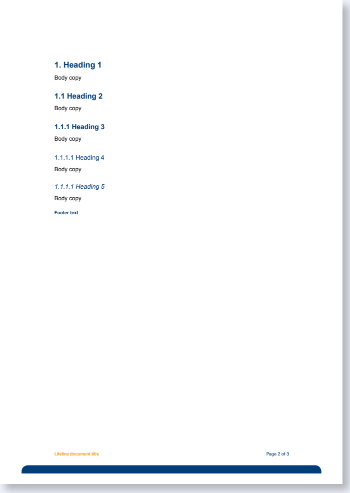


Table of Contents

1. Heading One .... Error! Bookmark not defined.
1.1 Heading Two .... Error! Bookmark not defined.
1.1.1 Heading Three .... Error! Bookmark not defined.
1.1.1.1 Heading Four .... Error! Bookmark not defined.

© The copyright in this document is the property of Lifeline. Lifeline supplies this document on the express terms that it shall be treated as confidential and that it may not be copied, used or disclosed to others for any purpose except as authorised in writing by this organisation.

Lifeline document title
Page 2 of 3


1. Heading 1

Body copy

1.1 Heading 2

Body copy

1.1.1 Heading 3

Body copy

1.1.1.1 Heading 4

Body copy

1.1.1.1 Heading 5

Body copy

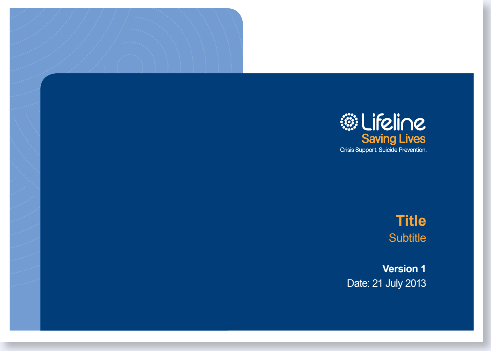
Footer text

Lifeline document title
Page 2 of 3

Word Document Template 1 (landscape)

TITLE PAGE

CONTENTS PAGE


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Title
Subtitle

Version 1
Date: 21 July 2013

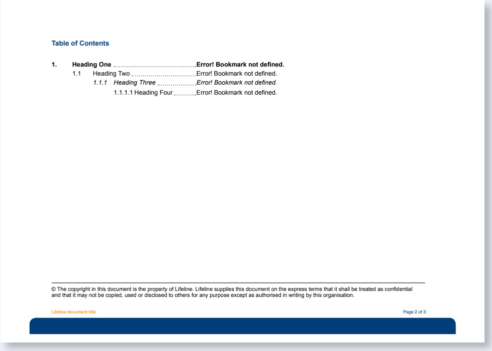


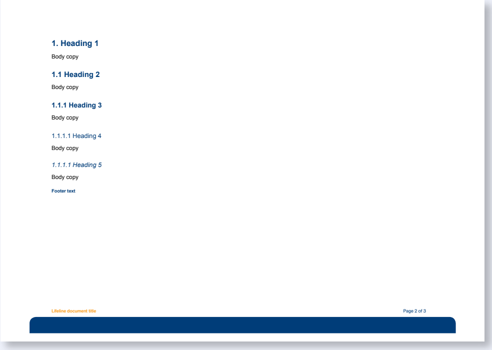
Table of Contents

1. Heading One .... Error! Bookmark not defined.
1.1 Heading Two .... Error! Bookmark not defined.
1.1.1 Heading Three .... Error! Bookmark not defined.
1.1.1.1 Heading Four .... Error! Bookmark not defined.

© The copyright in this document is the property of Lifeline. Lifeline supplies this document on the express terms that it shall be treated as confidential and that it may not be copied, used or disclosed to others for any purpose except as authorised in writing by this organisation.

Lifeline document title
Page 2 of 3

TEXT PAGE


1. Heading 1

Body copy

1.1 Heading 2

Body copy

1.1.1 Heading 3

Body copy

1.1.1.1 Heading 4

Body copy

1.1.1.1 Heading 5

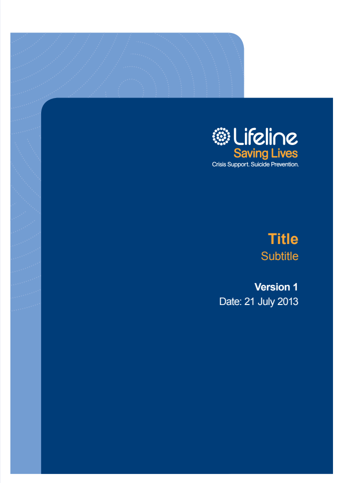
Body copy

Footer text

Lifeline document title
Page 2 of 3

Word Document Template 2 (portrait)

TITLE PAGE



Saving Lives
Crisis Support. Suicide Prevention.

Title
Subtitle

Version 1
Date: 21 July 2013

CONTENTS PAGE

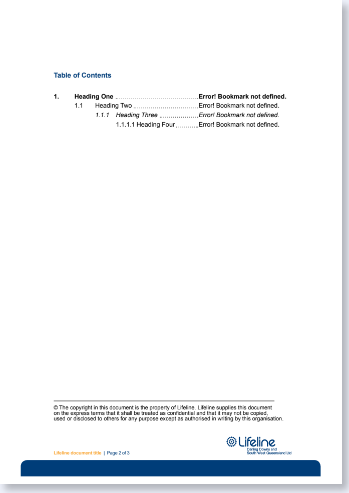


Table of Contents

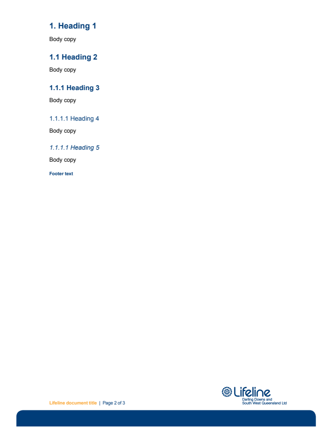
1. Heading One ....Error! Bookmark not defined.
1.1 Heading Two ....Error! Bookmark not defined.
1.1.1 Heading Three ....Error! Bookmark not defined.
1.1.1.1 Heading Four ....Error! Bookmark not defined.

© The copyright in this document is the property of Lifeline. Lifeline supplies this document on the express terms that it shall be treated as confidential and that it may not be copied, used or disclosed to others for any purpose except as authorised in writing by this organisation.

Lifeline document title | Page 2 of 3

Darling Downs and
South West Queensland Ltd

TEXT PAGE



1. Heading 1

Body copy

1.1 Heading 2

Body copy

1.1.1 Heading 3

Body copy

1.1.1.1 Heading 4

Body copy

1.1.1.1 Heading 5

Body copy

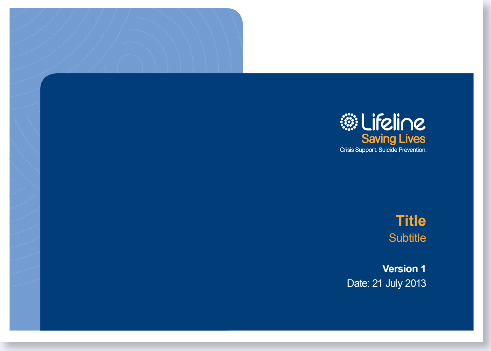
Footer text

Lifeline document title | Page 2 of 3

Darling Downs and
South West Queensland Ltd

Word document Template 2 (landscape)

TITLE PAGE



Saving Lives
Crisis Support. Suicide Prevention.

Title
Subtitle

Version 1
Date: 21 July 2013

CONTENTS PAGE

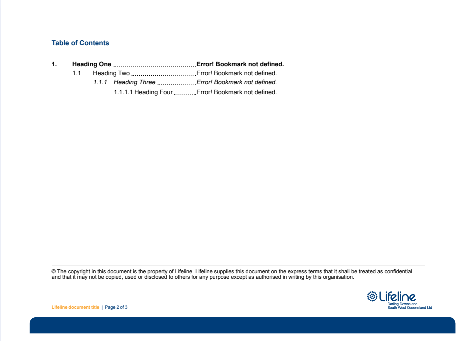


Table of Contents

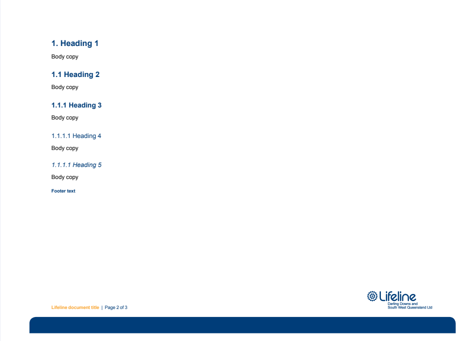
1. Heading One ....Error! Bookmark not defined.
1.1 Heading Two ....Error! Bookmark not defined.
1.1.1 Heading Three ....Error! Bookmark not defined.
1.1.1.1 Heading Four ....Error! Bookmark not defined.

© The copyright in this document is the property of Lifeline. Lifeline supplies this document on the express terms that it shall be treated as confidential and that it may not be copied, used or disclosed to others for any purpose except as authorised in writing by this organisation.

Lifeline document title | Page 2 of 3

Darling Downs and
South West Queensland Ltd

TEXT PAGE



1. Heading 1

Body copy

1.1 Heading 2

Body copy

1.1.1 Heading 3

Body copy

1.1.1.1 Heading 4

Body copy

1.1.1.1 Heading 5

Body copy

Footer text

Lifeline document title | Page 2 of 3

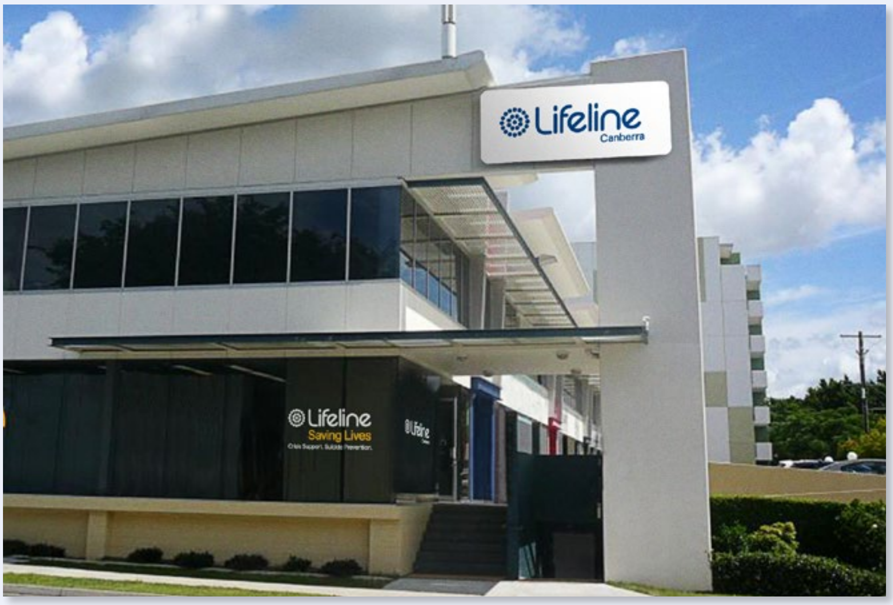
Darling Downs and
South West Queensland Ltd

10. Signage

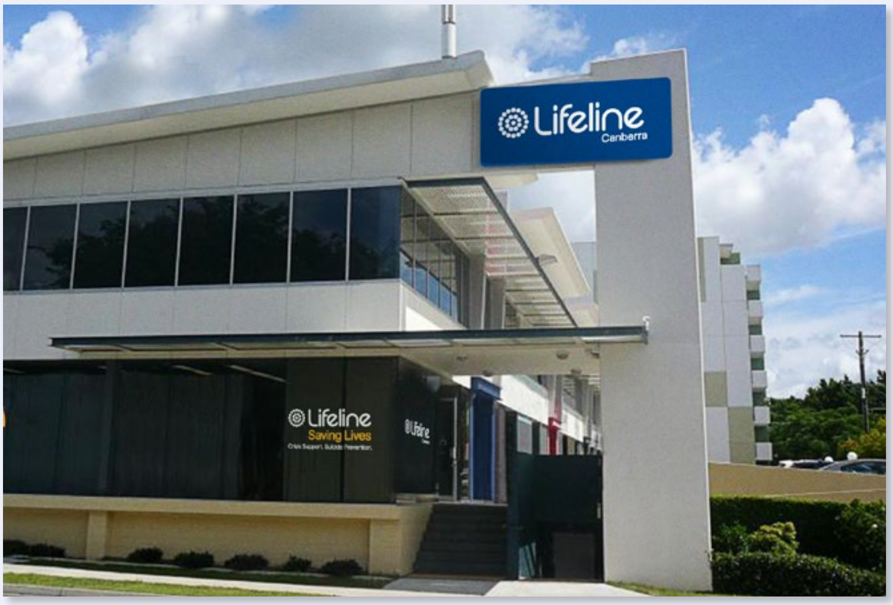
10.1 External Office/Centre Building Signage

External building signage should feature the corporate Lifeline logo or Centre logo in Lifeline dark blue on a white background or in white/reverse on the Lifeline dark blue background as shown below.

External Signage (Lifeline dark blue on white)


Lifeline
Canberra
Lifeline
Saving Lives

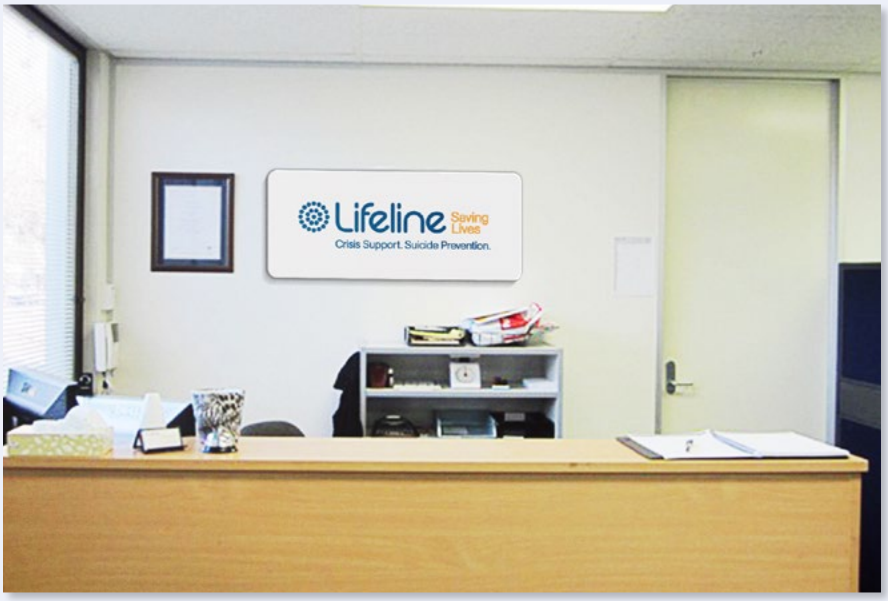
External Signage (white/reverse on Lifeline dark blue)


Lifeline
Canberra
Lifeline
Saving Lives

10.2 Internal Office/Centre Building Signage

Internal building signage should feature the Lifeline positioning logo in the corporate blue/orange on a white or transparent (glass) background.

For example:



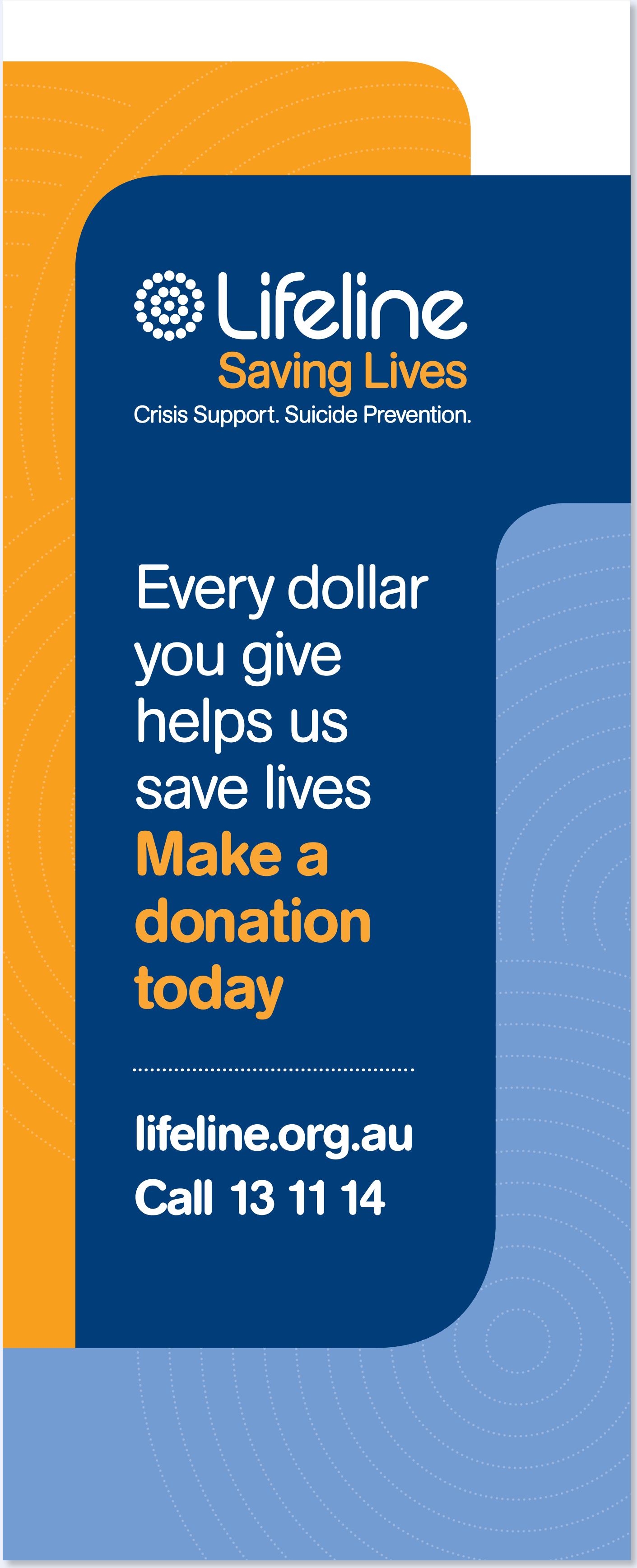
10.3 Other Signage

All other external or internal signage (including but not limited to the items listed below) must apply the standards (regarding use of logos, colours and fonts) outlined in this guide.

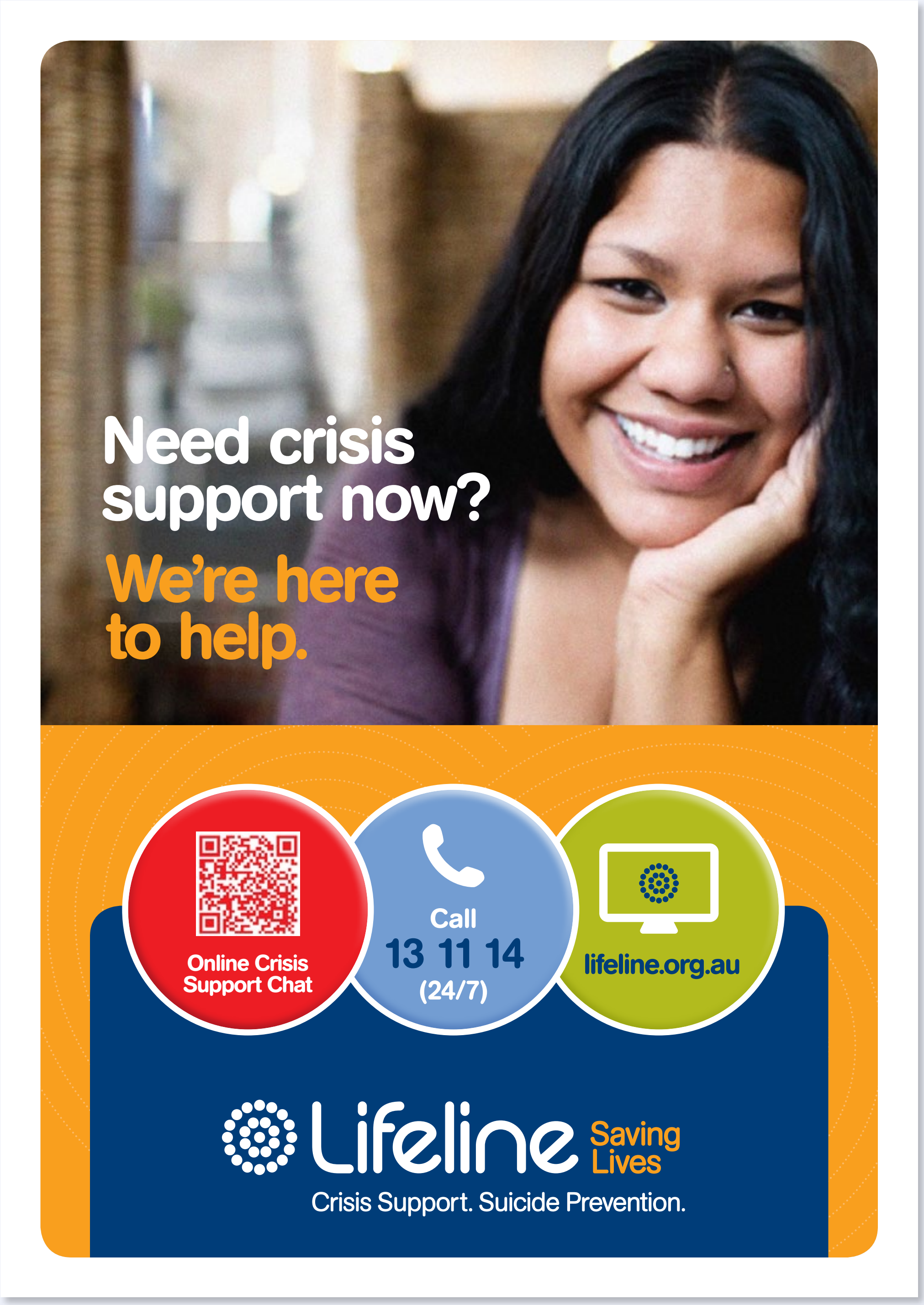
- Pull-up banners
- Sandwich boards
- Marquees
- Directional signs
- Posters

Please refer to section 17 on page 56 for signage process specific to retail outlets.

Pull-up Banner


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Every dollar you give helps us save lives
Make a donation today
lifeline.org.au
Call 13 11 14

A3 Poster Design


Need crisis support now?
We're here to help.
Online Crisis Support Chat
Call
13 11 14
(24/7)
lifeline.org.au
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

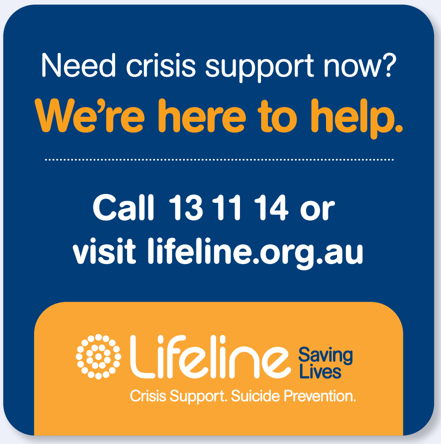
11. Merchandise

All promotional merchandise carrying the Lifeline brand must comply with the brand standards outlined in this guide.

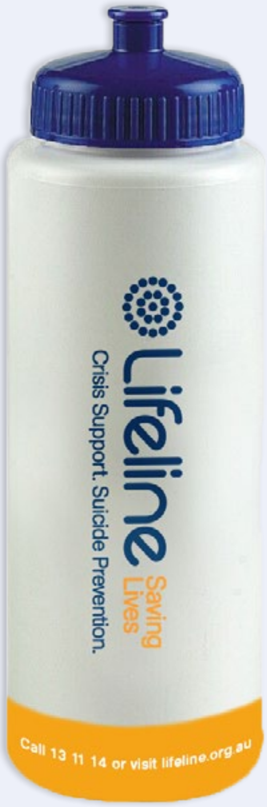
Note: please keep information on merchandise to a minimum as per the examples provided.

Particular attention should be paid to minimum size, colour reproduction and legibility on promotional items.

Promotional Magnet/Sticker


Need crisis support now?
We're here to help.
Call 13 11 14 or
visit lifeline.org.au
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Promotional Drink Bottle


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Call 13 11 14 or visit lifeline.org.au

12. Co-branding with a Parent/Member Brand

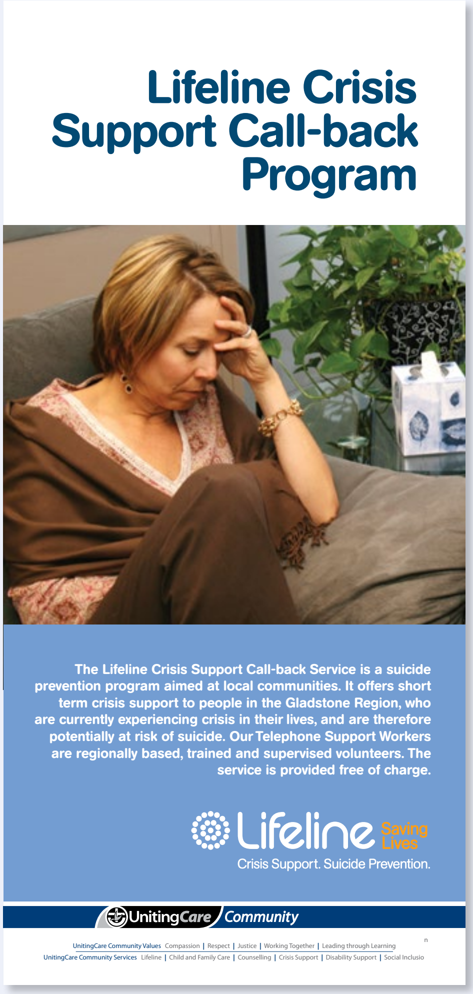
Regardless of membership with parent brands like Wesley Mission, UnitingCare Community etc, all Lifeline Centres are required to comply with the brand requirements outlined in this guide in accordance with Lifeline Trade Mark Licence Agreements.

Co-branding is only permitted under the following conditions:

1) When the Lifeline brand, Centre or service is being promoted, this guide must be applied in full. The parent brand logo can however be included to demonstrate the affiliation between the brands.

For example:

UnitingCare Community/Lifeline Crisis Support Call-back Program DL flyer



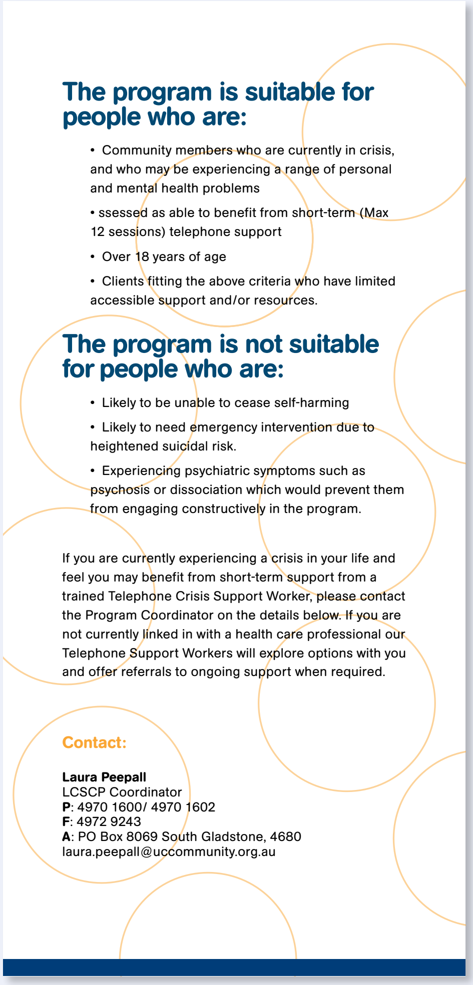
Lifeline Crisis Support Call-back Program

The Lifeline Crisis Support Call-back Service is a suicide prevention program aimed at local communities. It offers short term crisis support to people in the Gladstone Region, who are currently experiencing crisis in their lives, and are therefore potentially at risk of suicide. Our Telephone Support Workers are regionally based, trained and supervised volunteers. The service is provided free of charge.

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

UnitingCare Community

UnitingCare Community Values Compassion | Respect | Justice | Working Together | Leading through Learning
UnitingCare Community Services Lifeline | Child and Family Care | Counselling | Crisis Support | Disability Support | Social Inclusio



The program is suitable for people who are:

- Community members who are currently in crisis, and who may be experiencing a range of personal and mental health problems
- ssessed as able to benefit from short-term (Max 12 sessions) telephone support
- Over 18 years of age
- Clients fitting the above criteria who have limited accessible support and/or resources.

The program is not suitable for people who are:

- Likely to be unable to cease self-harming
- Likely to need emergency intervention due to heightened suicidal risk.
- Experiencing psychiatric symptoms such as psychosis or dissociation which would prevent them from engaging constructively in the program.

If you are currently experiencing a crisis in your life and feel you may benefit from short-term support from a trained Telephone Crisis Support Worker, please contact the Program Coordinator on the details below. If you are not currently linked in with a health care professional our Telephone Support Workers will explore options with you and offer referrals to ongoing support when required.

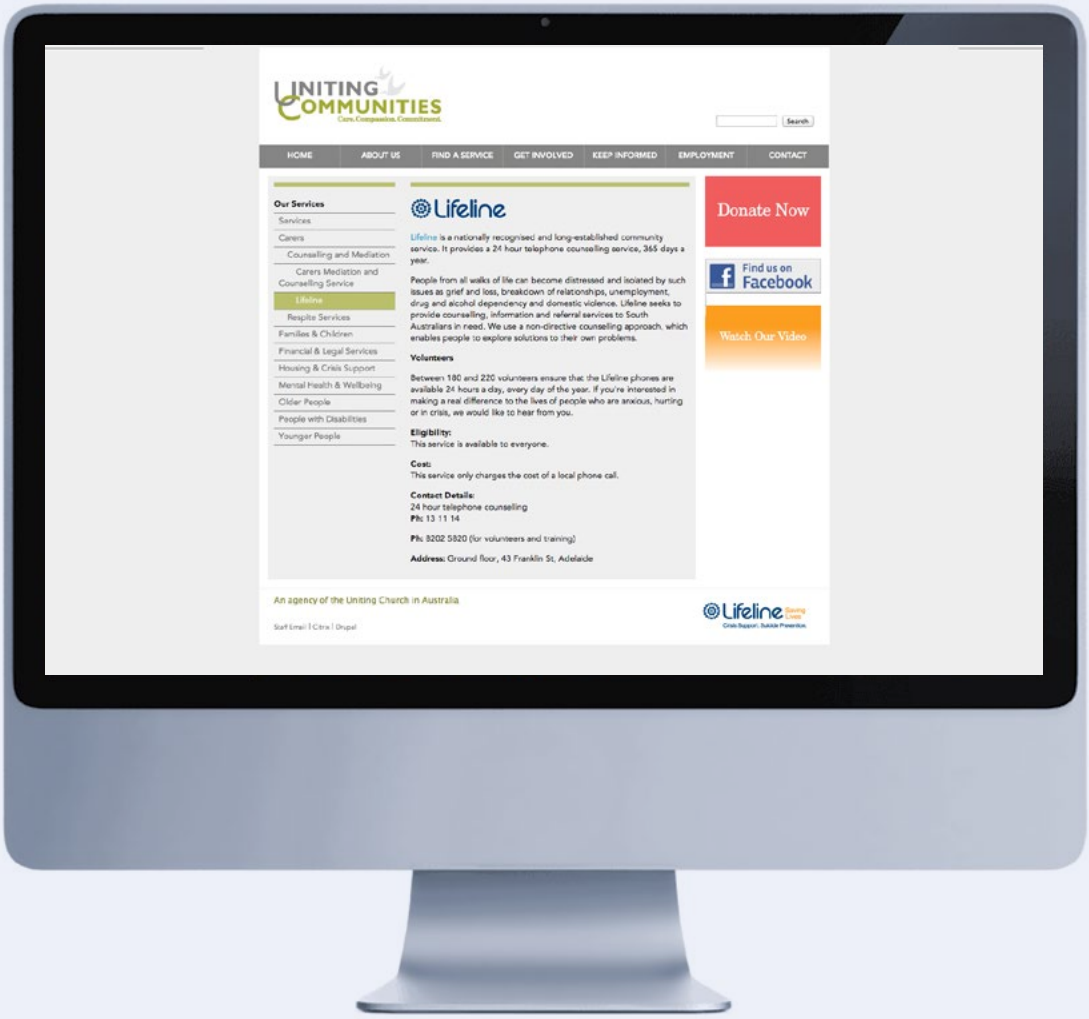
Contact:

Laura Peepall
LCSCP Coordinator
P: 4970 1600/ 4970 1602
F: 4972 9243
A: PO Box 8069 South Gladstone, 4680
laura.peepall@uccommunity.org.au

2) If promoting the Lifeline brand, Centre or service as one of many services offered by a parent brand then a different style guide (a parent brand style guide) can take precedence. The Lifeline logo/positioning logo must however be included as a co-branded element as illustrated below.

For example:

Uniting Communities/Lifeline co-branded webpage


UNITING COMMUNITIES
Care. Compassion. Commitment.
Search
HOME
ABOUT US
FIND A SERVICE
GET INVOLVED
KEEP INFORMED
EMPLOYMENT
CONTACT
Our Services
Services
Carers
Counselling and Mediation
Carers Mediation and Counselling Service
Lifeline
Respite Services
Families & Children
Financial & Legal Services
Housing & Crisis Support
Mental Health & Wellbeing
Older People
People with Disabilities
Younger People
Lifeline
Donate Now
Find us on Facebook
Watch Our Video
Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Lifeline is a nationally recognised and long-established community service. It provides a 24 hour telephone counselling service, 365 days a year.

People from all walks of life can become distressed and isolated by such issues as grief and loss, breakdown of relationships, unemployment, drug and alcohol dependency and domestic violence. Lifeline seeks to provide counselling, information and referral services to South Australians in need. We use a non-directive counselling approach, which enables people to explore solutions to their own problems.

Volunteers

Between 180 and 220 volunteers ensure that the Lifeline phones are available 24 hours a day, every day of the year. If you're interested in making a real difference to the lives of people who are anxious, hurting or in crisis, we would like to hear from you.

Eligibility:
This service is available to everyone.

Cost:
This service only charges the cost of a local phone call.

Contact Details:
24 hour telephone counselling
Ph: 13 11 14

Ph: 8202 5820 (for volunteers and training)

Address: Ground floor, 43 Franklin St, Adelaide

An agency of the Uniting Church in Australia

Staff Email | Citrix | Drupal

This example demonstrates correct co-branding between Lifeline and Uniting Communities. Lifeline is one of many services delivered by Uniting Communities, so the Uniting Communities style guide has been applied. The Lifeline logo has also been used to demonstrate the affiliation between the two brands.

Note:

- Do not combine style guides to create an entirely new look that complies with neither style guide.

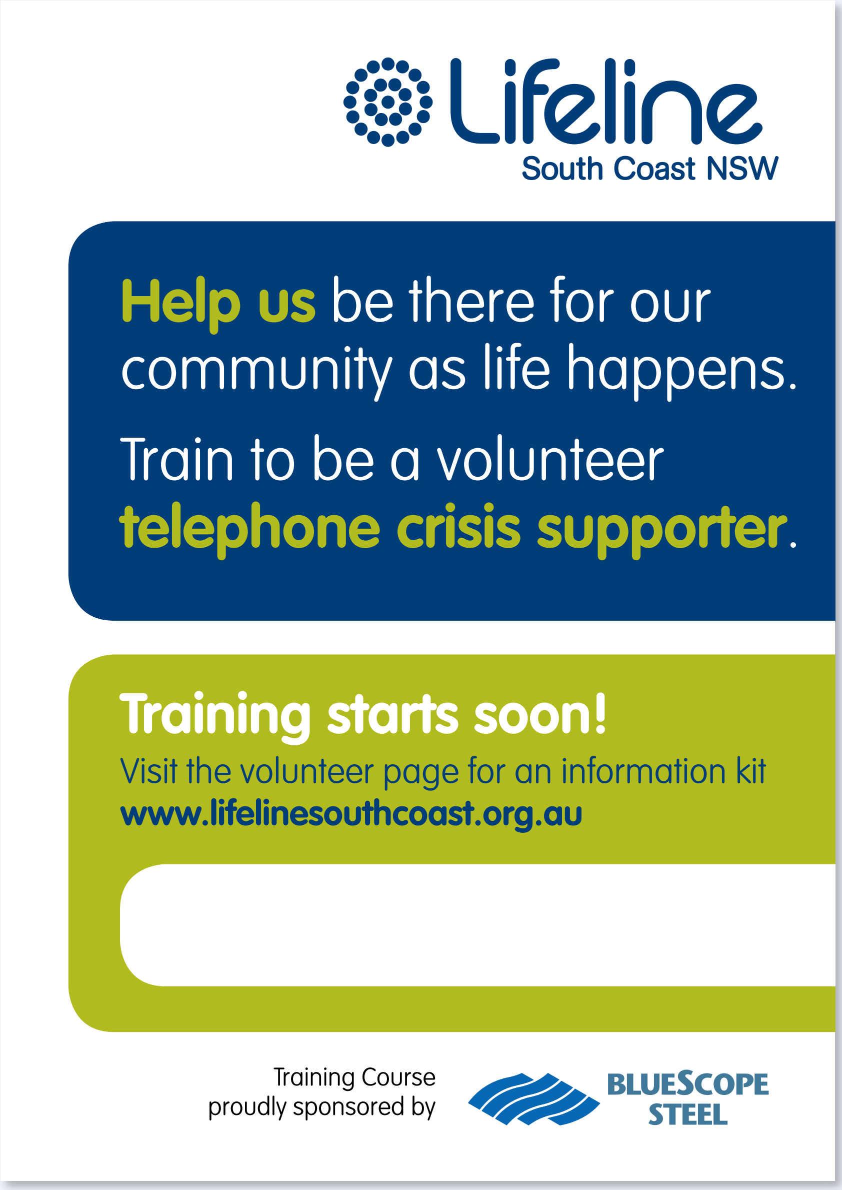
13. Brand Alignment with a Corporate Partner or Sponsor

If promoting a commercial relationship with a corporate or community partner (third party) Lifeline must still apply the brand standards outlined in this guide and adhere to the following;

1) The corporate third party logo can be included as an additional branding element to any Lifeline product but the Lifeline brand and communication guidelines must be applied in full.

Co-branding example:

Lifeline South Coast branded poster including BlueScope Steel logo



Lifeline
South Coast NSW

Help us be there for our community as life happens.

Train to be a volunteer **telephone crisis supporter**.

Training starts soon!

Visit the volunteer page for an information kit
www.lifelinesouthcoast.org.au

Training Course
proudly sponsored by

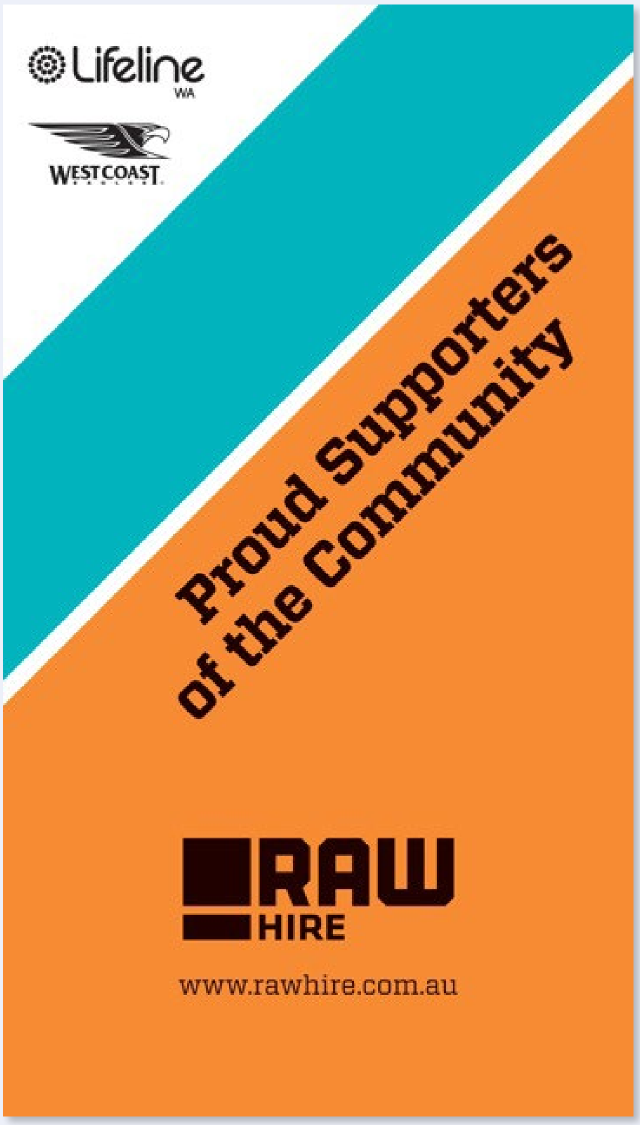
BLUESCOPE
STEEL

2) If the partner (third party) is developing promotional material themselves using their own style guide they may only use the Lifeline logo/positioning logo/Centre logo as an additional branding element with prior permission and in accordance with the brand requirements outlined in this guide.

   A visual proof of any designs produced by a third-party in which the Lifeline logo has been used is required for approval prior to production.

Co-branding example:

Raw Hire branded pull-up banner including Lifeline WA logo


Lifeline
WA
WEST COAST
Proud Supporters of the Community
RAW
HIRE
www.rawhire.com.au

14. Campaign/Event Sub-brands

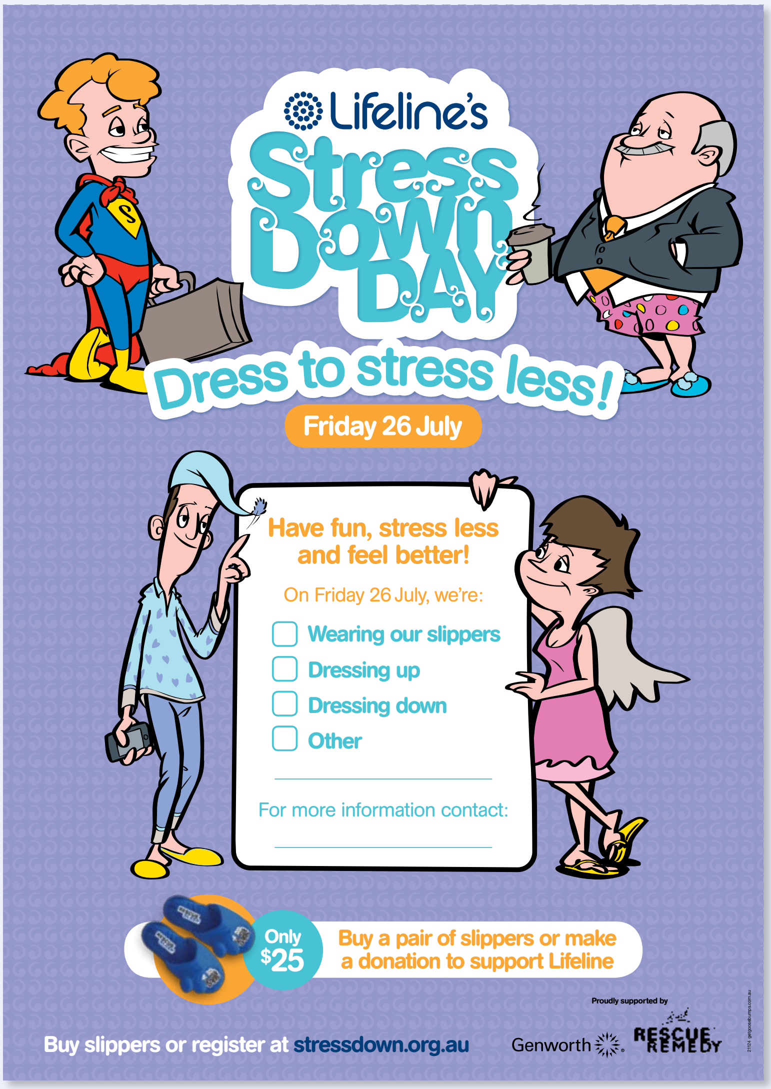
The development of a campaign or event sub-brand is permitted as long as the Lifeline brand is not misrepresented. The National Office Marketing Team must be contacted before any new sub-brand is developed to discuss the strategic imperative for a sub-brand. The National Office Marketing Team must be engaged to provide advice and feedback on creative/designs to ensure the Lifeline brand is appropriately represented.

A campaign or event sub-brand that incorporates a new logo, colours, fonts and other design elements differentiated from the corporate Lifeline brand may be required when;

- A clear brand personality and visual identity is required to target specific audiences (youth, men, workplaces etc.)
- The campaign aims to achieve a very specific result or promote a specific message that needs to be distinguished from Lifeline's master brand.
- The campaign/event requires a brand personality and visual identity the Lifeline brand cannot provide in order to engage with its audience and elicit a specific response e.g. Lifeline Bookfest.

For example

Lifeline Stress Down Day poster



Lifeline's Stress Down Day

Dress to stress less!

Friday 26 July

Have fun, stress less and feel better!

On Friday 26 July, we're:

☐ Wearing our slippers

☐ Dressing up

☐ Dressing down

☐ Other

For more information contact:

Only $25

Buy a pair of slippers or make a donation to support Lifeline

Buy slippers or register at stressdown.org.au

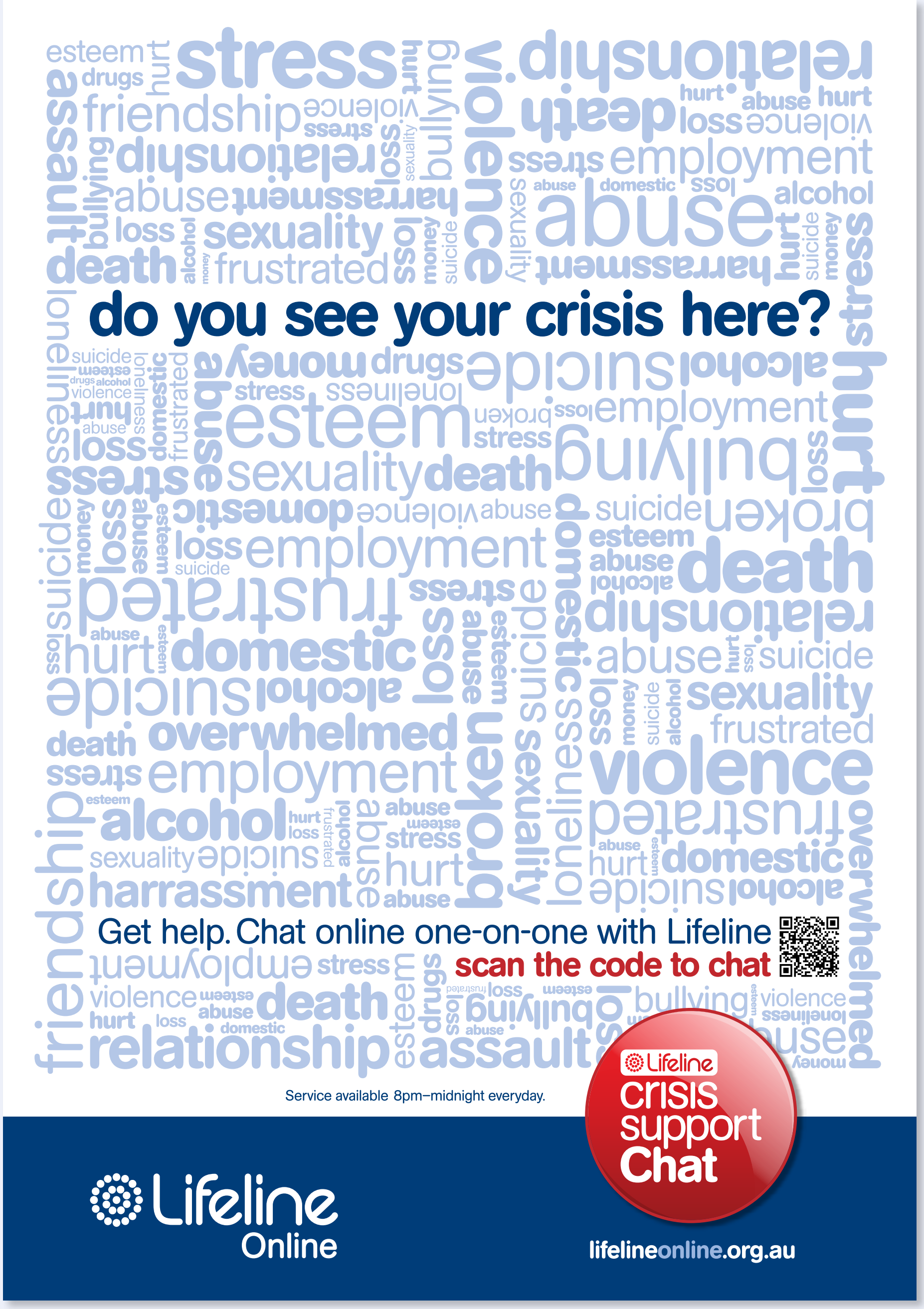
Proudly supported by

Genworth

RESCUE REMEDY

For example

Lifeline Online Crisis Support Chat poster and web banner



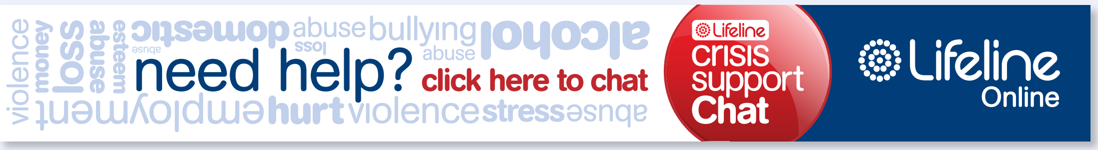
do you see your crisis here?

Get help. Chat online one-on-one with Lifeline

scan the code to chat

Service available 8pm–midnight everyday.

Lifeline
crisis
support
Chat
Lifeline
Online
lifelineonline.org.au

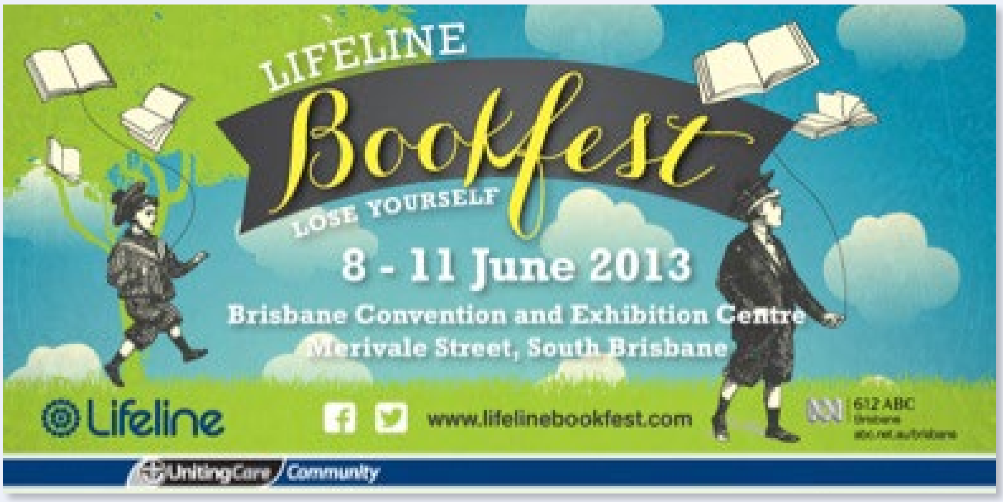


need help? click here to chat

Lifeline
crisis
support
Chat
Lifeline
Online

For example

Lifeline Bookfest


LIFELINE
Bookfest
LOSE YOURSELF
8 - 11 June 2013
Brisbane Convention and Exhibition Centre
Merivale Street, South Brisbane
Lifeline
www.lifelinebookfest.com
612 ABC
UnitingCare Community

Note:

- Any new sub-brand developed must ensure a link to Lifeline by incorporating the Lifeline logo, design elements or key messages to make the association clear.
- The Lifeline logo should not be altered or misrepresented.
- National Office should be advised when any sub-brands are being considered. The National Office Marketing Team must be given the opportunity to review creative/designs in order to ensure Lifeline's brand has not been misrepresented.

Please contact the National Office Marketing Team on:

P: 02 6215 9400
E: marketing@lifeline.org.au

15. Online Branding

The standards outlined in this guide also apply to all online channels including websites and social media sites such as Facebook, Twitter, LinkedIn, Tumblr, Spotify and so on.

In accordance with Trade Mark Licence Agreements before any Lifeline Centre or Retail Operation registers a website domain name or a social media account, prior written permission must be sought from National Office.

Please send all requests to marketing@lifeline.org.au prior to registering a website domain name or social media account.

Written permission is required to ensure:

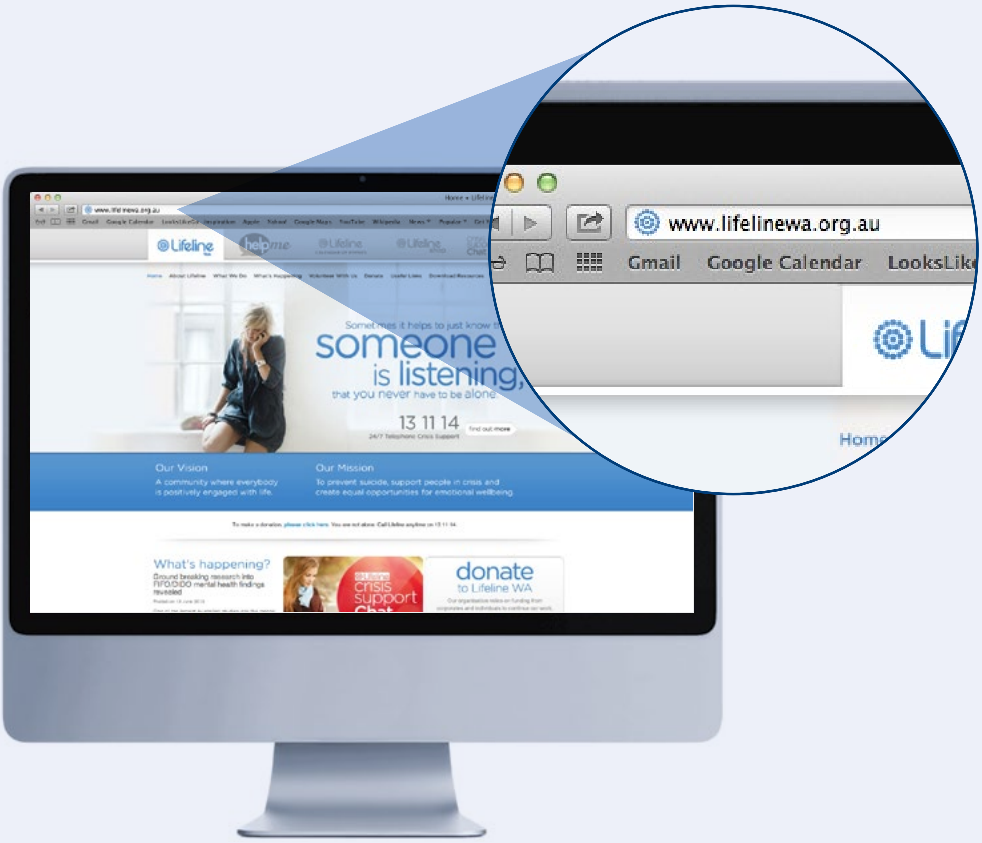
- Consistency in naming conventions to differentiate Centres/services based on geographical locations
- No Centre disadvantages another or indirectly competes with another by securing a generic domain or social media account/profile like Lifeline Shop, Lifeline Vintage etc.
- Using local qualifiers like a Centre name ensures members of the public using search engines like Google will find their most relevant local Centre/service.

Any domain name registered with permission from National Office must also be differentiated based on geographical location to ensure the public can find and obtain information most relevant to them.

Examples include:

- www.act.lifeline.org.au/
- www.lifelinewa.org.au/ (shown below)
- www.lifelinehunter.org.au/

Lifeline WA Website


www.lifelinewa.org.au
Gmail
Google Calendar
LooksLike
Home
Sometimes it helps to just know that
someone is listening,
that you never have to be alone.
13 11 14
24/7 Telephone Crisis Support
Our Vision
A community where everybody is positively engaged with life.
Our Mission
To prevent suicide, support people in crisis and create equal opportunities for emotional wellbeing.
What's happening?
crisis support chat
donate
to Lifeline WA

15.1 Websites

Once written permission has been obtained from the National Office to register a domain name Centres should adopt one of the following approaches for developing their websites:

Option 1: Use the content management system (CMS) and ICT support provided by the National Office. Choosing this option means the National Office will manage the design/appearance of these websites and train staff in your Centres to manage and update content themselves.

All Centres are welcome to use this system and there are significant cost savings in doing so.

Please contact National Office ICT at servicedesk@lifeline.org.au to find out more.

Option 2: Use a third party developer to create and manage your website. If this option is chosen the design requirements of this guide must be adhered to. National Office will be unable to provide ICT support if this option is chosen, however branding and communication advice should still be sought from the National Office Marketing Team at key points in the development process.

15.2 Social Media

Before establishing a social media account like Facebook, Twitter, YouTube, Pinterest etc. please follow these steps:

1) Obtain permission from National Office to establish a social media account. Email requests to marketing@lifeline.org.au
2) Read the Lifeline Social Media Policy (available on the national website (footer) or via the Intranet)
3) Develop a social media plan/strategy and determine how this is going to be resourced. More information about this is available on the Intranet or from the National Office Marketing Team.
4) All social media accounts/pages must include a geographical identifier (local Centre name or area) in the page/account name to ensure the public can find and obtain information most relevant to them.

For example:

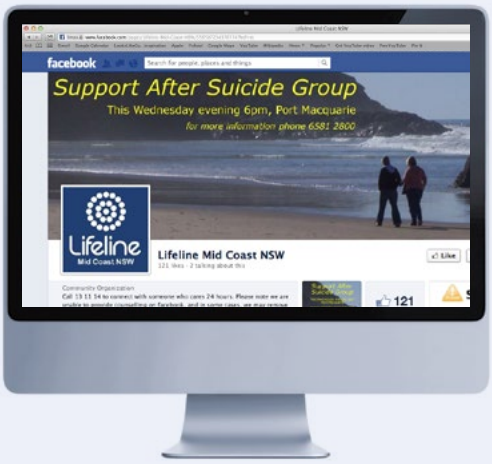
Facebook

- Lifeline Shop Newcastle and Hunter
- Lifeline Shop Ipswich
- Lifeline Treasures Gold Coast
- Lifeline Midcoast

Twitter

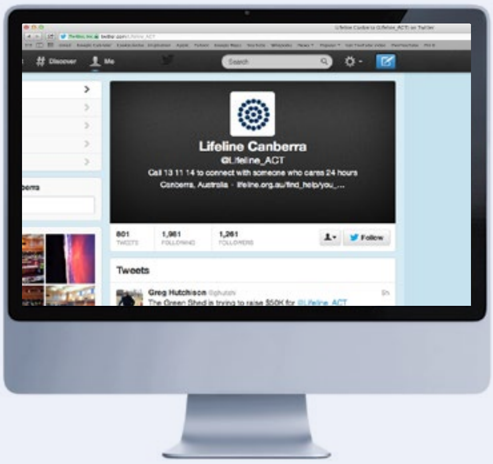
- @Lifeline_ACT
- @Lifeline_BrokenHill
- @Lifeline_TopEnd

Lifeline Mid Coast Facebook page


facebook
Search for people, places and things
Support After Suicide Group
This Wednesday evening 6pm, Port Macquarie
for more information phone 6581 2800
Lifeline
Mid Coast NSW
Lifeline Mid Coast NSW
Like
Community Organization
121

Call 13 11 14 to connect with someone who cares 24 hours. Please note we are

Lifeline ACT Twitter account


Discover
Me
Search
Lifeline Canberra
@Lifeline_ACT
801
TWEETS
1,981
FOLLOWING
1,261
FOLLOWERS
Follow
Tweets
Greg Hutchison

Call 13 11 14 to connect with someone who cares 24 hours

Canberra, Australia · lifeline.org.au/find_help/you_...

The Green Shed is trying to raise $50K for @Lifeline_ACT

16. Retail Branding

Retail branding information outlines the requirements and specifications for using the Lifeline Shop brand. Centres must at all times comply with all applicable legal, regulatory and council requirements in relation to the display of signage etc. Should the requirements of the Brand and Communication Guidelines conflict with those regulatory requirements, please contact National Office to discuss alternative options.

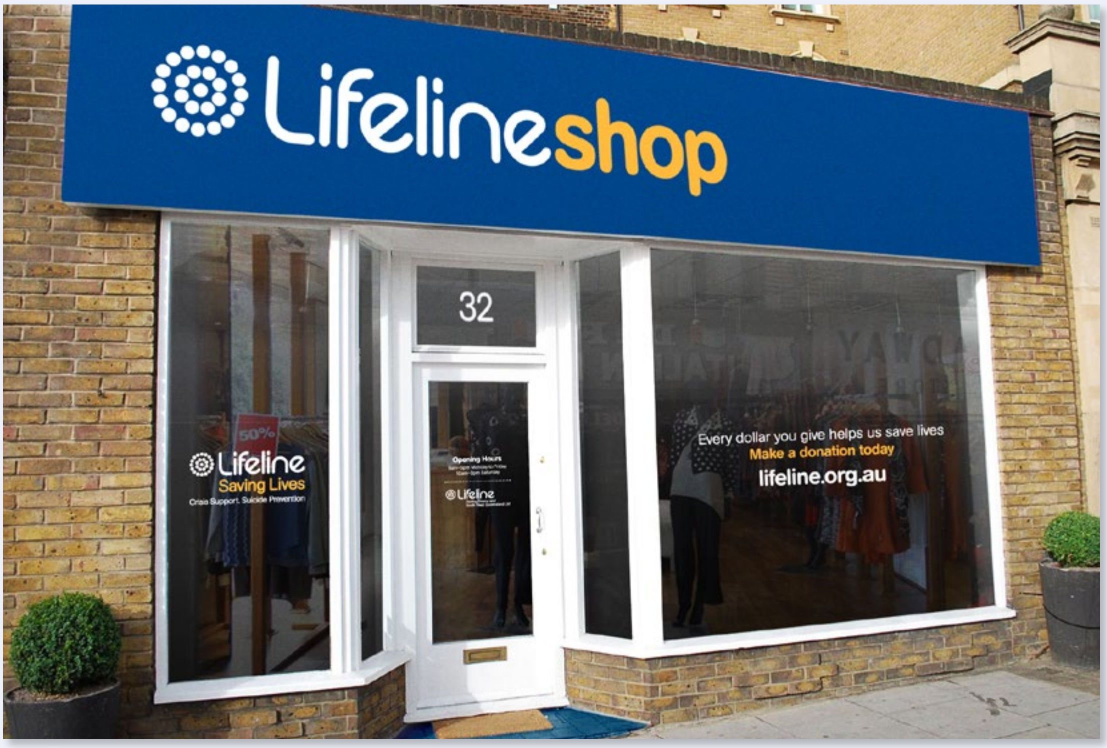
Every Lifeline retail outlet operating under the Lifeline brand must comply with the following:

Option 1: If your retail operation is an Op Shop business model and/or the Lifeline logo is used to brand this operation then only the official Lifeline Shop logo can be used. Please refer to section 6 on page 7 for corporate logo information.

In addition wherever the Lifeline Shop brand is used the Lifeline positioning logo must also be used as an additional branding element in internal signage, posters, point of sale materials, swing tags, shopping bags, banners, charity bins, uniforms, vehicle signage etc.

Alternative retail names like Lifeline Retail, Lifeline Op Shop etc that incorporates the Lifeline name or logo as part of its branding is not trade marked or an official Lifeline brand and is therefore non-compliant.

Lifeline Shop Branding example (option 1)

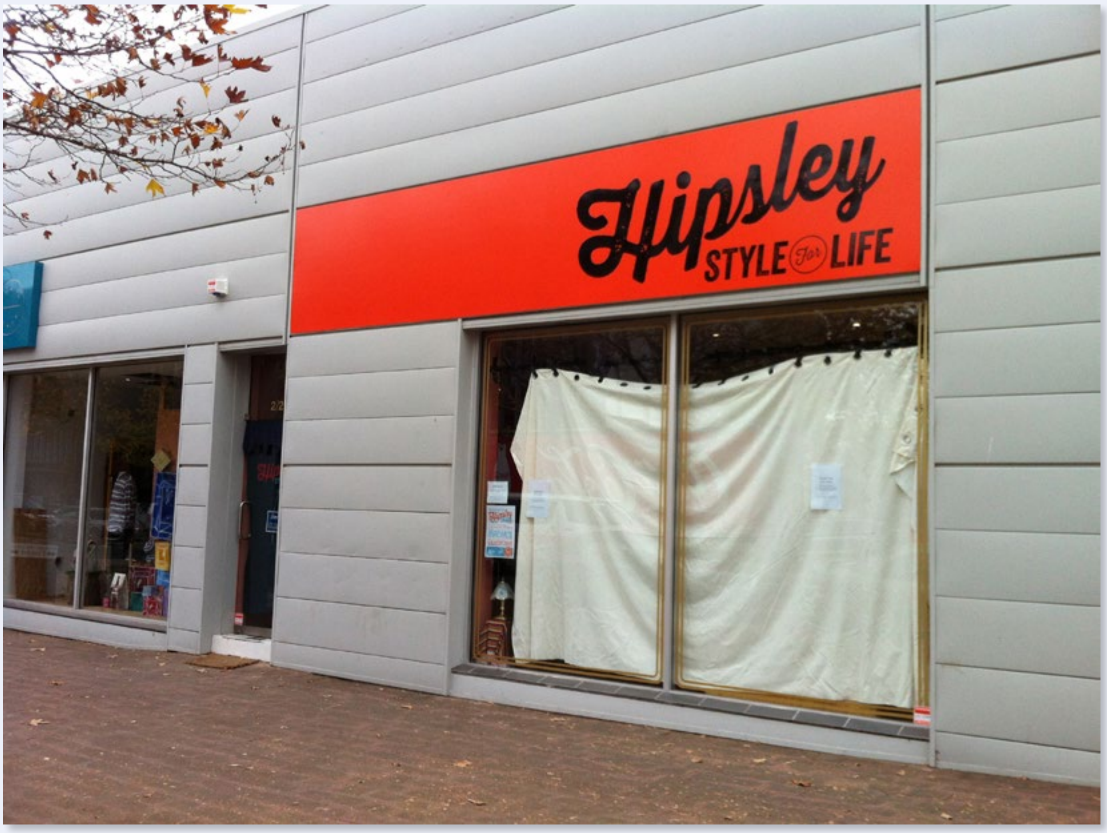

Lifelineshop
32
50%
Lifeline
Saving Lives
Crisis Support. Suicide Prevention
Opening Hours
Lifeline
Every dollar you give helps us save lives
Make a donation today
lifeline.org.au

Option 2: If operating an alternative business model from an Op Shop (Vintage clothing, book store, gift wares) an independent sub-brand may be applied, however the following information must be included as an additional branding element:

- Inclusion of Lifeline brand positioning (tagline) logo
- Lifeline positioning logo introduced as an additional branding element in internal signage, posters, point of sale materials, swing tags, shopping bags, banners, charity bins, uniforms, vehicle signage etc.
- Specific display signage stating:
  - “Each dollar you give helps us save lives”
  - “Proudly supporting Lifeline”
  - “Thank you for supporting Lifeline”

It needs to be clear that all proceeds from the sale of goods support Lifeline services.

Hispley Shop Sub-brand Retail example (option 2)



17. Retail Branding and Signage Process

Lifeline's retail outlets contribute significant funds to Centre income and are highly visible in terms of brand awareness.

Before designing, developing or producing retail branding or signage please follow these steps:

1) Contact the National Office Marketing Team or Retail Coordinator (contact details on Intranet) to discuss your retail branding requirements.

2) If your retail business model is an Op Shop then the Lifeline Shop brand must be applied. See Shop logo information in section 18 on page 57.

3) If a retail sub-brand has been agreed to, determine if the name can be trade marked and the relevant online domain names/social media accounts are available. Conduct domain name searches through a reputable domain registrar and company name searches via ASIC. It is recommended that the sub-brand is protected by registering the name with the relevant legal/regulatory authority. It is also recommended that assistance from a qualified professional be secured in doing so.

   Please engage a qualified and experienced design studio or graphic designer to produce a sub-brand that meets your requirements. The National Office Marketing Team can provide appropriate design contacts.

   National Office may be able to coordinate the production of multiple Lifeline retail branding products so please advise us of your requirements. We can then determine if other Centres also require the same product and by ordering large/bulk quantities costs may be saved.

4) Provide National Office Marketing Team with all retail branding design proofs, mock ups, images or photos prior to production or installation. It is recognised that this is a significant investment, so to ensure your branding is 100% brand compliant prior to producing or developing any retail branding products or internal and external signage please obtain advice and approval from the National Office Marketing Team.

5) Please provide photos of your retail branding (both internal and external shots) so that we can use these as examples to assist other Centres.

Please contact the National Office Marketing Team on:

P: 02 6215 9400
E: marketing@lifeline.org.au

18. Lifeline Shop Logos

The Lifeline Shop logo must appear in these approved formats only. Under no circumstances are these logos to be amended, distorted, edited or new/alternative versions produced.

The trade marked Lifeline shop logo (stacked version) includes a bleed from the ‘N’ in Lifeline to the ‘H’ in shop. Any deviations from this will be deemed non-compliant.

Lifeline Shop Logos

Lifeline
shop

Stacked

Lifelineshop

Inline

Lifeline Superstore Logos

Lifeline
superstore

Stacked

Lifelinesuperstore

Inline

Lifeline Warehouse Logos

Lifeline
Warehouse

Stacked

Lifelinewarehouse

Inline

18.1 Lifeline Shop Logo Colours

The Lifeline Shop logo can only appear in the colour combinations outlined below.

When placing logo on a coloured background or image, only use reverse or reverse + spot logo files.

Lifeline Shop Logo (mono)

100% black

Lifeline Shop Logo (CMYK + spot)

Lifeline Dark Blue	(100/67/0/38) PMS 654
Lifeline Orange	(0/40/90/0) PMS 654

Lifeline Shop Logo (reversed + spot on coloured background)

(example background colour only)

Lifeline Shop Logo (reversed)

(example background colour only)

Lifeline Shop Logo (reversed on image)

Lifeline
shop

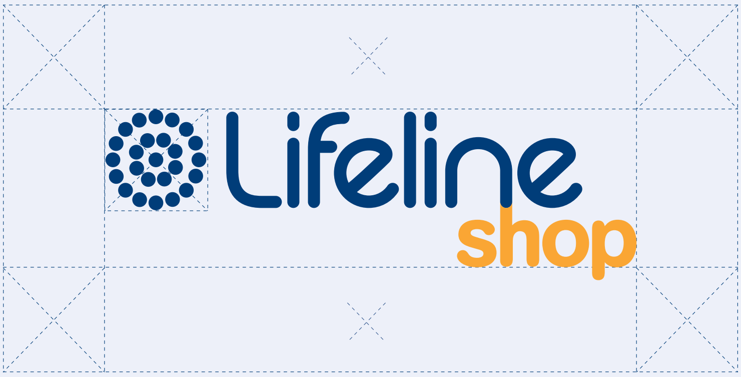
(example image only)

18.2 Exclusion Zone

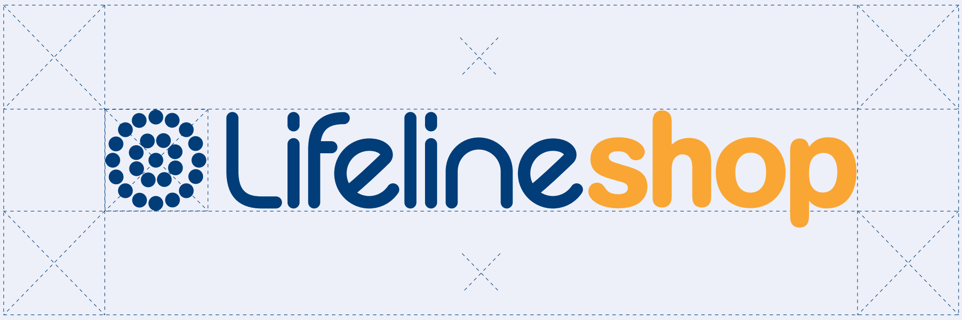
An exclusion zone has been set to ensure clear spacing around the Shop logo. No other information including logos, text or competing branding elements can appear within this exclusion zone.

The exclusion zone established is defined as ‘X’ and is based upon the diameter of the ‘circle icon’.

Lifeline Shop Logo (stacked)



Lifeline Shop Logo (inline)

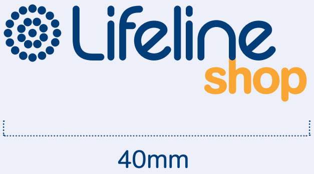


18.3 Logo Minimum Size Requirements

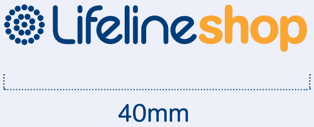
The size of the Shop logo used must ensure the logo is easily legible, clear and distinguishable.

The desirable minimum logo usage size is demonstrated below.

Lifeline Shop Logo (stacked)

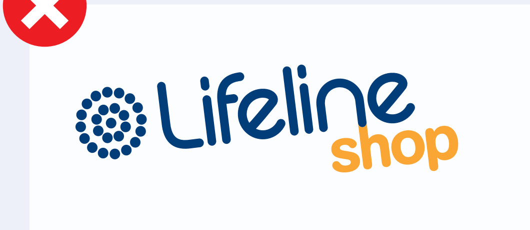


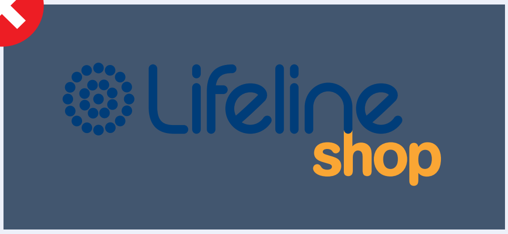
Lifeline Shop Logo (inline)

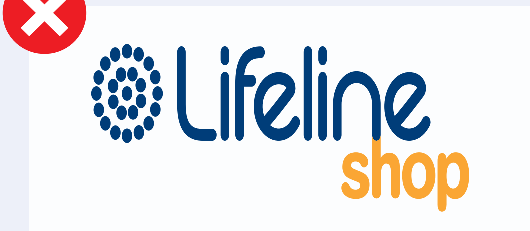


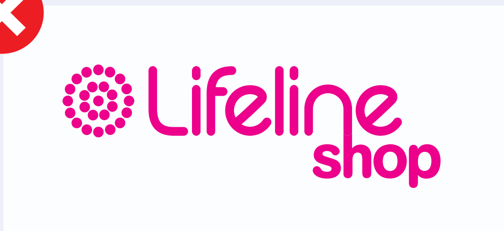
18.4 Incorrect Logo Application

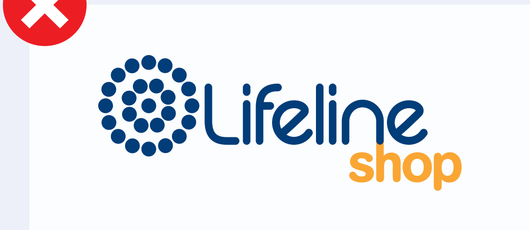
Consistency in the application of the Lifeline Shop logo is critical in establishing a distinctive and recognisable national brand. For this reason, the integrity of the design and its use should be maintained at all times. The examples below show how the Lifeline Shop brand is NOT to be used.

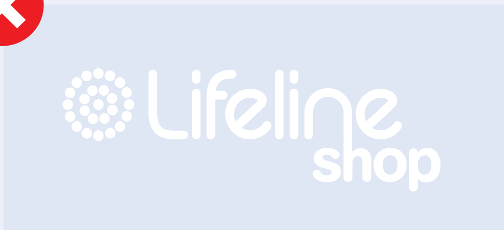

Never tilt design
Lifeline
shop

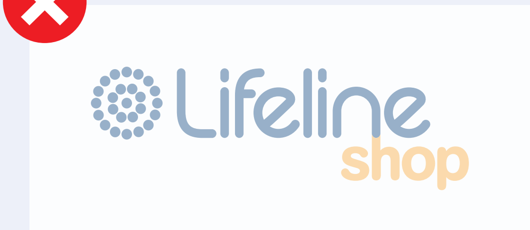

Never use the design in low contrast
Lifeline
shop

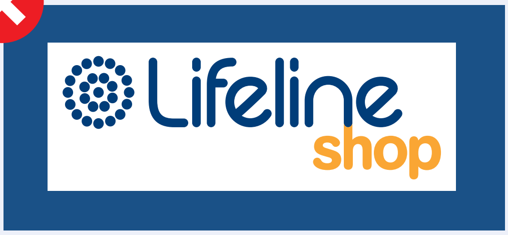

Never distort the logo
Lifeline
shop

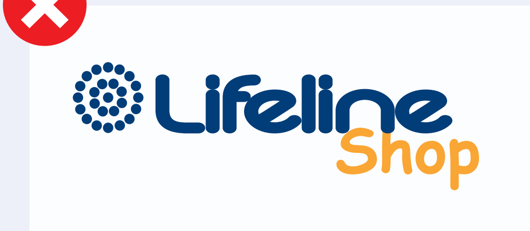

Never use the logo in any colours other than those specified in section 18.1
Lifeline
shop

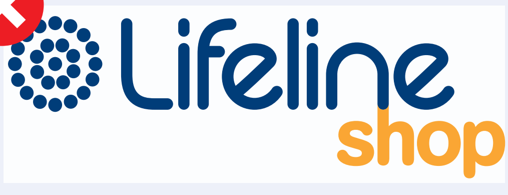

Do not alter the proportion or enlarge any part of the logo
Lifeline
shop


Never reverse the logo on a light tinted background
Lifeline
shop


Never tint the logo
Lifeline
shop


Never place the logo in a box on a coloured background
Lifeline
shop


Never re-type or re-create logo
Lifeline
Shop

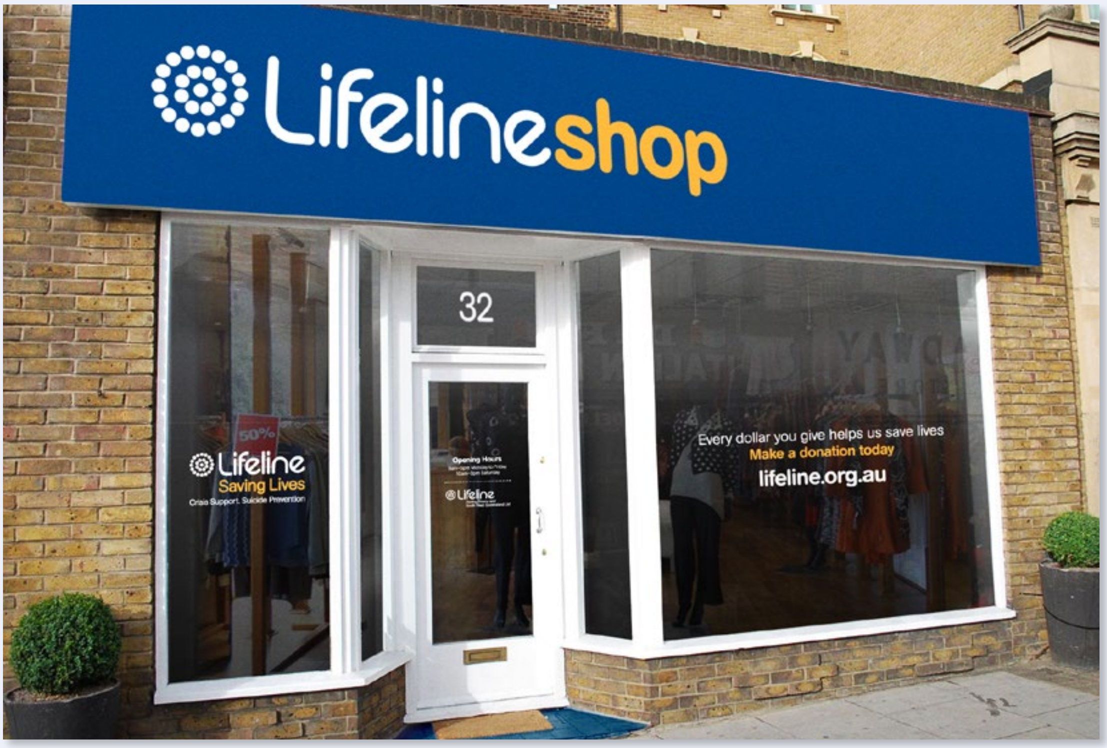

Never place the logo in a space that encroaches on the exclusion zone
Lifeline
shop

19. Lifeline Shop External Signage/Branding

When applying the Lifeline Shop brand to external signage (walls, light boxes, doors, entryways, banners, sandwich boards, vehicles, charity bins etc.) the following brand requirements must be adhered to:

1) All external building signage must apply the Lifeline Shop logo, unless a retail sub-brand is being used.
2) Exterior walls/signage/signage background must be painted/developed in the dark corporate blue (Dulux Passionate Blue P41/H9 or PMS 654) only, unless buildings are heritage listed or council/other third party restrictions apply. Refer to section 4 on page 5 for corporate colour specifications.
3) Wherever possible and practical adopt and use retail branding as per the examples provided in this guide to develop compliant Lifeline Shop signage and branding.

Lifeline Shop External Signage

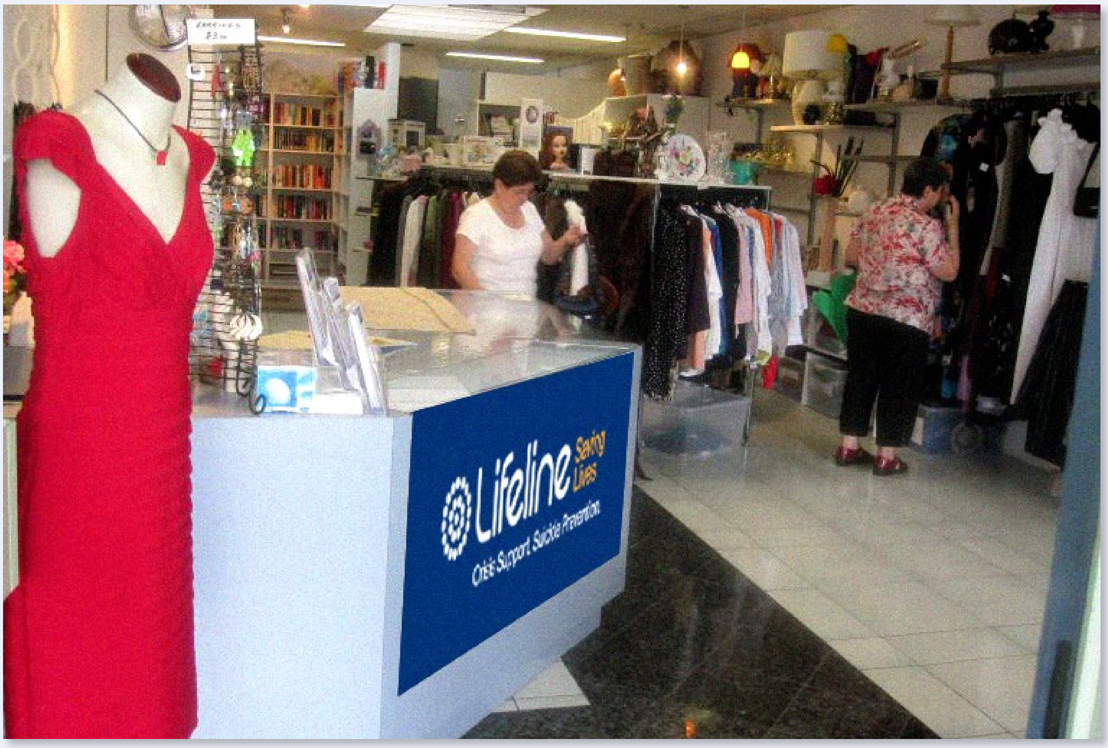

Lifelineshop
32
50%
Lifeline
Saving Lives
Crisis Support. Suicide Prevention
Opening Hours
Lifeline
Every dollar you give helps us save lives
Make a donation today
lifeline.org.au

20. Lifeline Shop/Retail Sub Brands Internal Signage and Branding

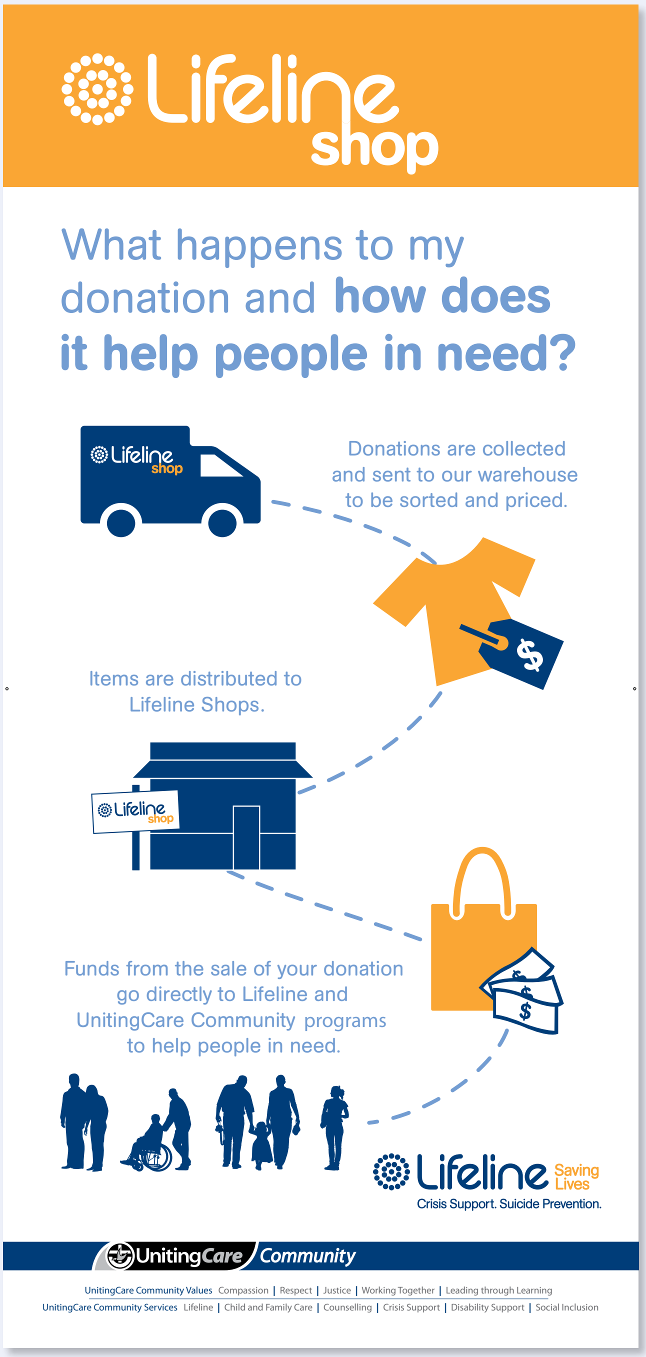
All Lifeline retail operations including Lifeline Shops and other sub-branded retail operations must adhere to the following internal signage requirements:

1) Apply the Lifeline brand positioning (tagline) logo internally on:
   - Window decals
   - Posters
   - Point of sale
   - Counter signage
   - Shopping bags
   - Uniforms
   - Name badges
   - Collection boxes/tins
   - Any other promotional or marketing item that requires Lifeline branding
2) Interior walls must be painted in neutral light colours (white, cream, and beige) unless buildings are heritage listed or council/other third party restrictions apply.

Lifeline Shop Internal Counter Signage



Lifeline Shop Internal Poster/Pull-up Banner



Lifeline shop

What happens to my donation and **how does it help people in need?**

Donations are collected and sent to our warehouse to be sorted and priced.

Items are distributed to Lifeline Shops.

Funds from the sale of your donation go directly to Lifeline and UnitingCare Community programs to help people in need.

Lifeline shop
$
Lifeline shop
$
Lifeline Saving Lives
Crisis Support. Suicide Prevention.
UnitingCare Community

UnitingCare Community Values Compassion | Respect | Justice | Working Together | Leading through Learning

UnitingCare Community Services Lifeline | Child and Family Care | Counselling | Crisis Support | Disability Support | Social Inclusion

20.1 Swing/Price Tags

It is very important that Lifeline retail customers understand that by purchasing items from our shops they are helping to save lives.

All Lifeline Shops and other sub-branded retail operations using clothing/price tags should apply the following branding/design:

Flat Size: 53mm x 149mm, double-sided

Stock: Matte cello to avoid dark blue ink smudging

1) Colour tags: The front of the tag must include the coloured positioning logo on a dark blue (PMS 654) or white background only. The back of the tag must be white with blue, corporate font only unless specific colours are used to identify what week the garment was put out for sale. If this option is applied then the front must still include the coloured positioning logo on a dark blue (PMS 654) or white background only, however the back of the tags can apply the following colours.

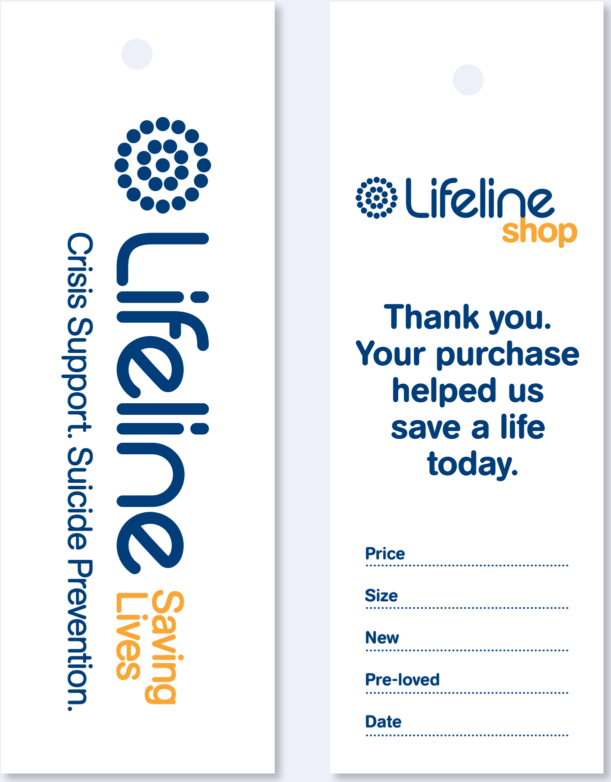
Week 1 Light blue
Week 2 Orange (example shown)
Week 3 Lime
Week 4 Copper

No other colours should be used. Please refer to section 4 on page 5 for corporate colour specifications.

If coloured backgrounds aren't practical or affordable, please use coloured stickers to identify which week the item was placed on sale.

Examples shown are at 69% of final size.

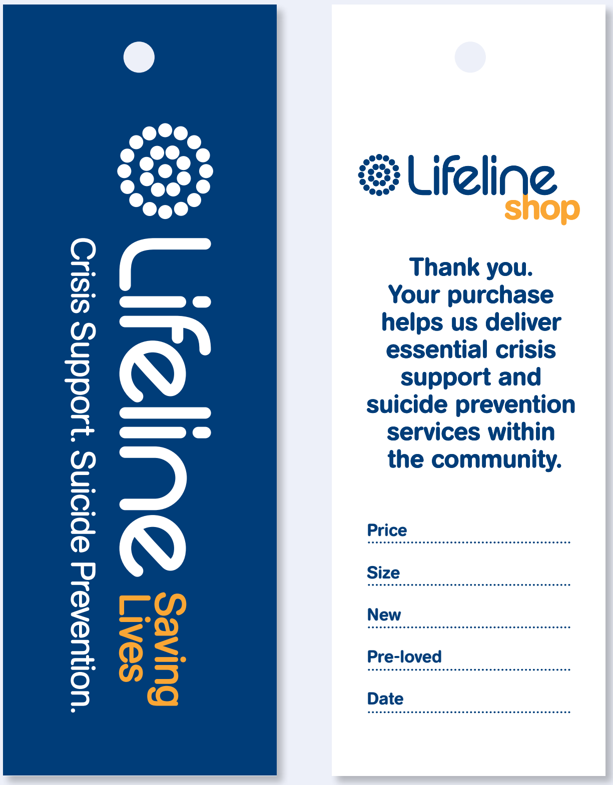
Lifeline Shop Colour Swing/Price Tag



Thank you. Your purchase helped us save a life today.

Price ....
Size ....
New ....
Pre-loved ....
Date ....

Lifeline Shop Colour Swing/Price Tag (reverse front & alternative message)



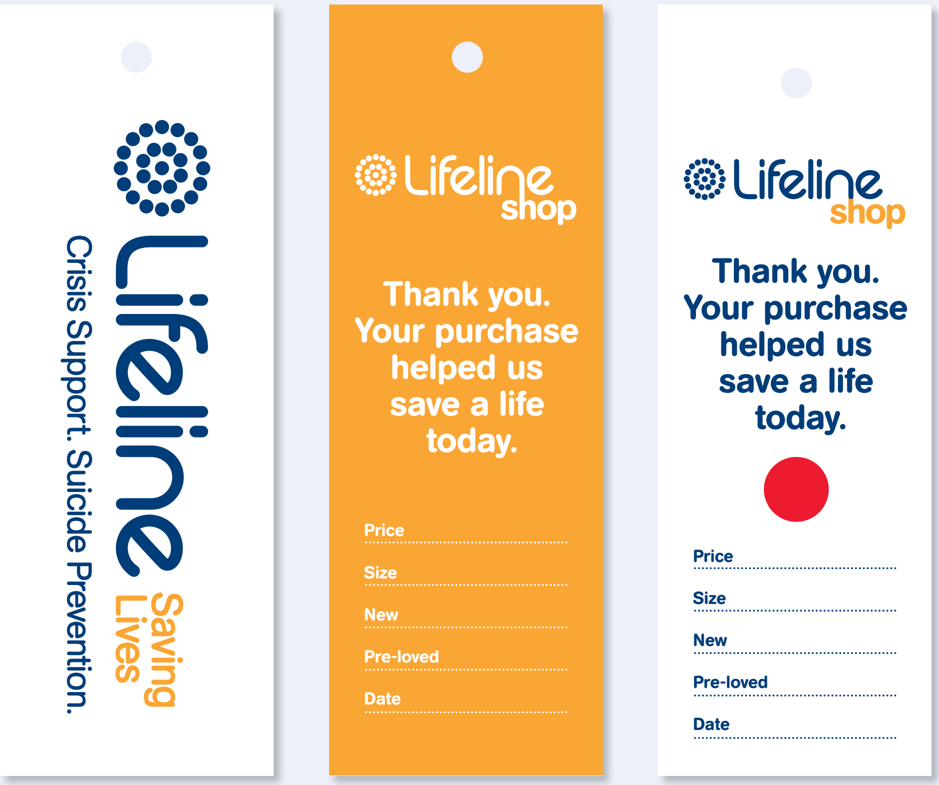
Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Lifeline shop

Thank you.
Your purchase helps us deliver essential crisis support and suicide prevention services within the community.

Price
Size
New
Pre-loved
Date

Lifeline Shop Colour Swing/Price tag (colour identifier + coloured dot sticker)



Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Lifeline shop

Thank you.
Your purchase helped us save a life today.

Price
Size
New
Pre-loved
Date

Lifeline shop

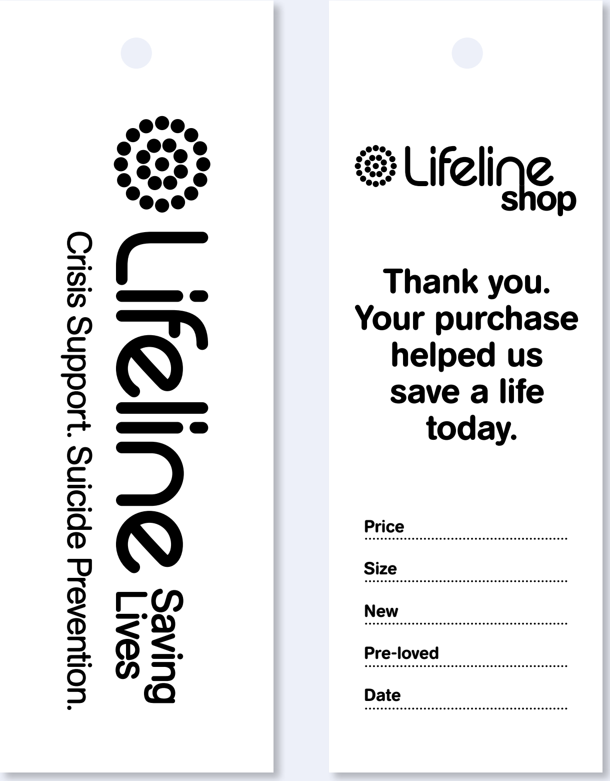
Thank you.
Your purchase helped us save a life today.

●

Price
Size
New
Pre-loved
Date

2) Mono (black & white) tag: The front of the tag must include the positioning logo in black & white on a white background only. The back of the tag must be white with black, corporate font only.

Lifeline Shop Swing/Price Tag (mono)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Lifeline shop
Thank you. Your purchase helped us save a life today.
Price
Size
New
Pre-loved
Date

3) The back of the tag must include one of the following messages in dark blue (PMS 654), white or black only:

- **“Thank you. Your purchase helped us save a life today.”**
- **“Thank you. Your purchase helps us save lives.”**
- **“Thank you. Your purchase helps us deliver essential crisis support and suicide prevention services within the community.”**

4) If required the Lifeline Shop logo or a Centre logo can be included on the back of the tag as an additional branding element as long as minimum logo size requirements are adhered to.

21. Charity/Collection Bins

Lifeline collection bins should be branded to complement the retail branding applied to the external signage of your shop/retail outlet. If your retail operation is branded using the Lifeline Shop logo, the same logo must be applied to the front of your collection bins.

The positioning logo can be added as an additional element to the side of bins depending on bin orientation.

To avoid overcrowding and visual clutter on the bins, Centres can be identified in the text as demonstrated below.

21.1 Charity/Collection Bins Colour

All bins must be blue and include either the reverse (white) Shop and positioning logos or the blue and orange shop and positioning logos on a white background as per the example below.

21.2 Charity/Collection Bins Font, Information and Text

All text on Lifeline charity bins must appear in the corporate font only – AG Book Rounded or Arial. No other font is permitted.

All text must be white on a dark blue background (PMS 654) or blue within a white panel.

Text:

Thank you for supporting Lifeline (Insert Centre name). Your donation helps us save lives.

Please do not leave any items including electrical goods or furniture outside this bin.

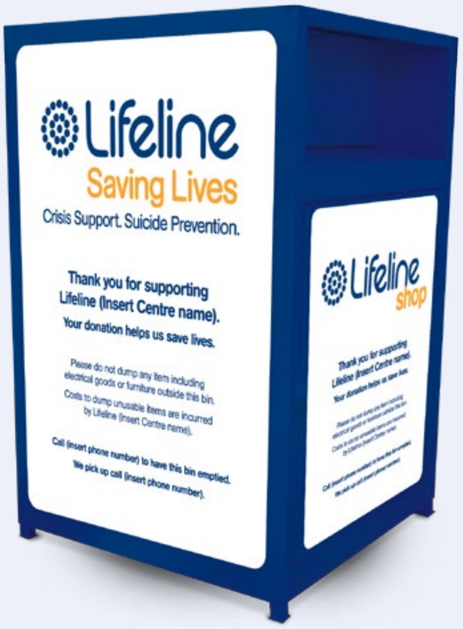
Costs to leave unusable items are incurred by Lifeline (Insert Centre name).

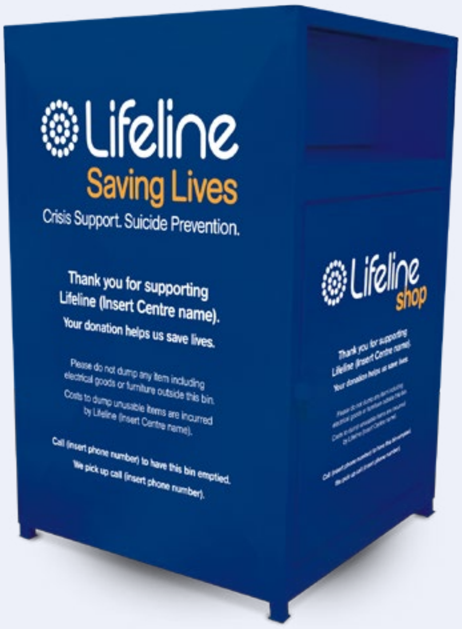
Call (insert phone number) to have this bin emptied.

We pick up call (insert phone number)

Please note: The above text is a guide only and can be amended to suit local context. Wherever possible please use the suggested text and keep text to a minimum.

Charity/Collection Bin examples


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Thank you for supporting Lifeline (Insert Centre name). Your donation helps us save lives.
Please do not dump any item including electrical goods or furniture outside this bin. Costs to dump unusable items are incurred by Lifeline (Insert Centre name).
Call (insert phone number) to have this bin emptied. We pick up call (insert phone number).
Lifeline shop
Thank you for supporting Lifeline (Insert Centre name). Your donation helps us save lives.


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Thank you for supporting Lifeline (Insert Centre name). Your donation helps us save lives.
Please do not dump any item including electrical goods or furniture outside this bin. Costs to dump unusable items are incurred by Lifeline (Insert Centre name).
Call (insert phone number) to have this bin emptied. We pick up call (insert phone number).
Lifeline shop
Thank you for supporting Lifeline (Insert Centre name). Your donation helps us save lives.

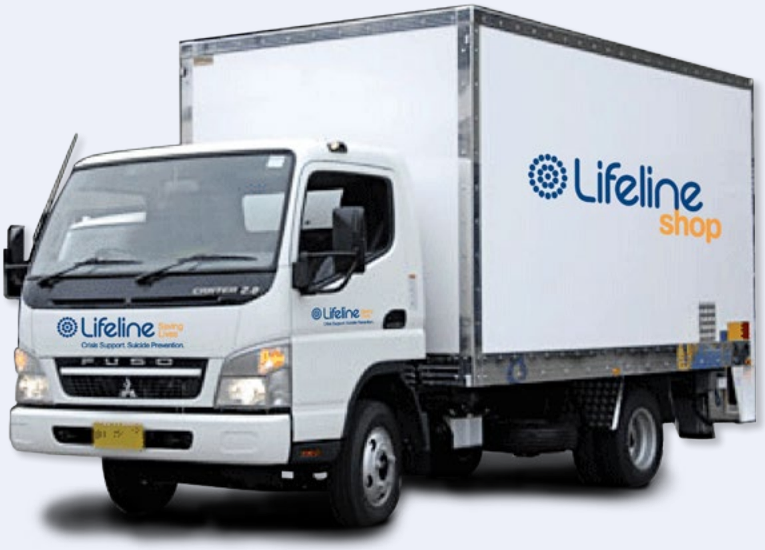
22. Vehicles

Lifeline vehicle branding (cars/trucks) should be branded to complement the same retail branding applied to the external signage of your shop/retail outlet. If your retail operation is branded using the Lifeline Shop logo, the same logo must be applied to vehicle signage.

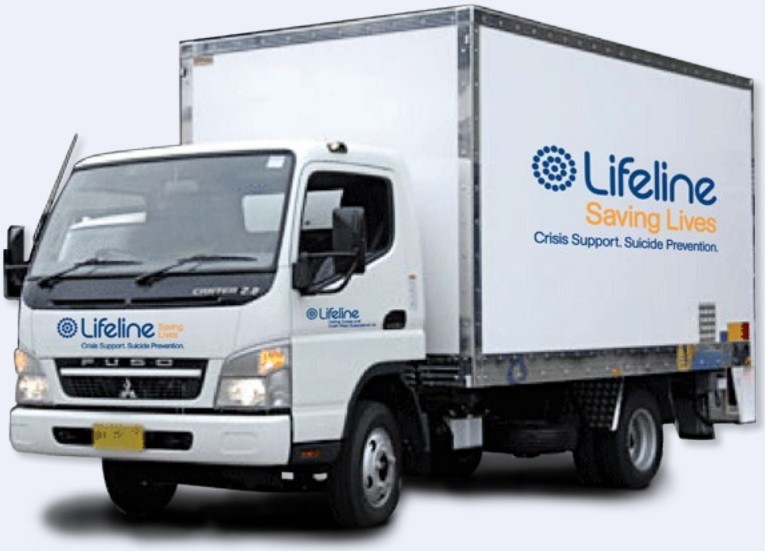
The positioning logo must also be added as an additional element as per the example below.

Additional information regarding donations, shop locations and pick up information can be included on the back of trucks along with either the Centre logo or positioning logo. Please ensure the text appears in corporate fonts and colours only.

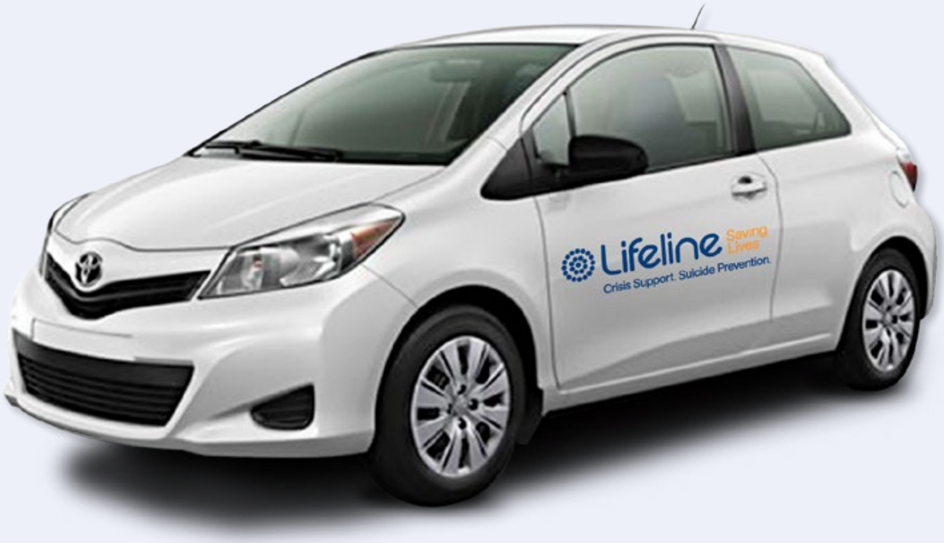
Lifeline Delivery Truck (Lifeline Shop branding)


Lifeline
shop
Lifeline Saving Lives
Crisis Support. Suicide Prevention.
Lifeline

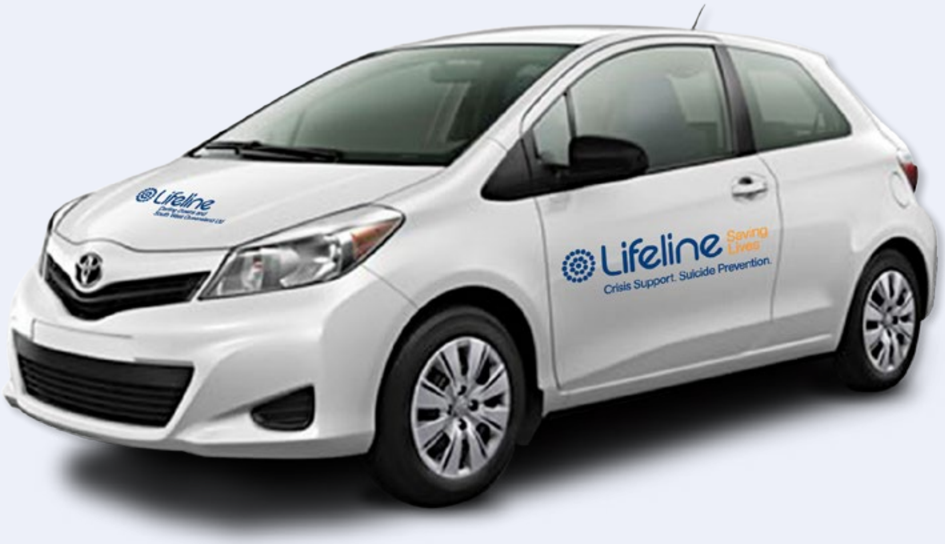
Lifeline Delivery Truck (including Lifeline centre branding)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Lifeline Saving Lives
Crisis Support. Suicide Prevention.
Lifeline

Lifeline Car Signage (positioning logo)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

Lifeline Car Signage (including Lifeline centre logo)


Lifeline
Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

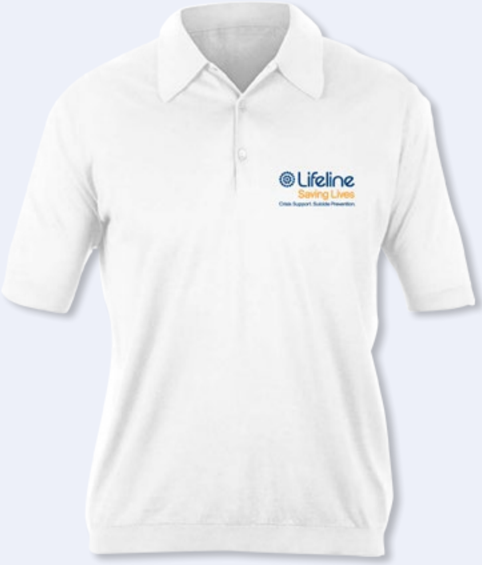
23. Uniforms

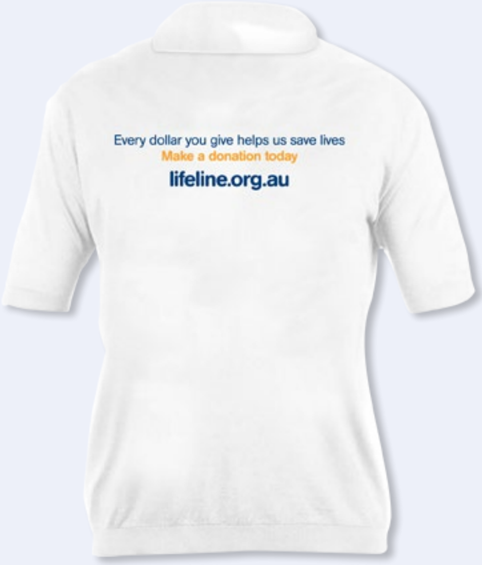
All Lifeline retail uniforms including volunteer t-shirts should be corporate dark blue (PMS 654) or white and include the positioning logo (colour or reverse (white)) in a visible area on the front of the shirt. Additional messages can be included on the back of shirts like the example below. Text can be amended to suit localised activities like Lifeline Bookfair for example.

Centre logos can be included on the sleeve, on the front or on the back of t-shirts.

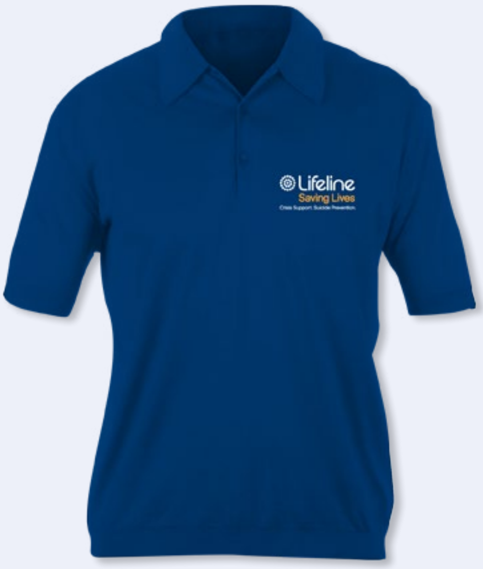
High-visibility uniforms can also be branded as per the example provided.

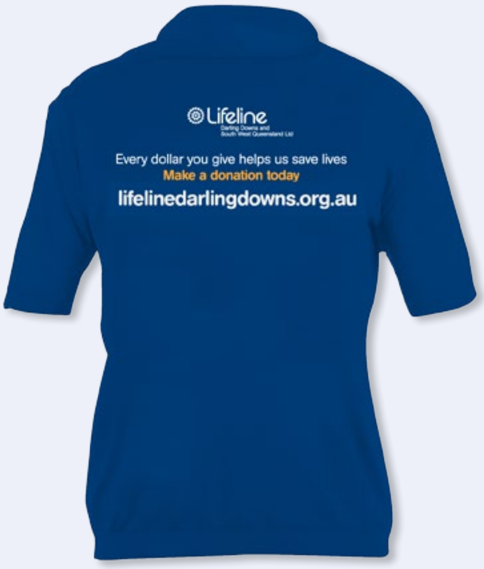
Lifeline White T-shirt


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

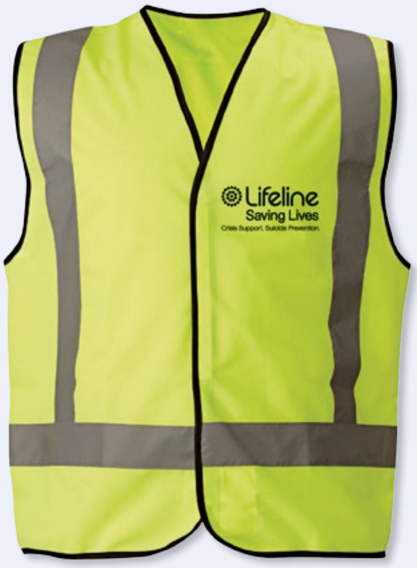

Every dollar you give helps us save lives
Make a donation today
lifeline.org.au

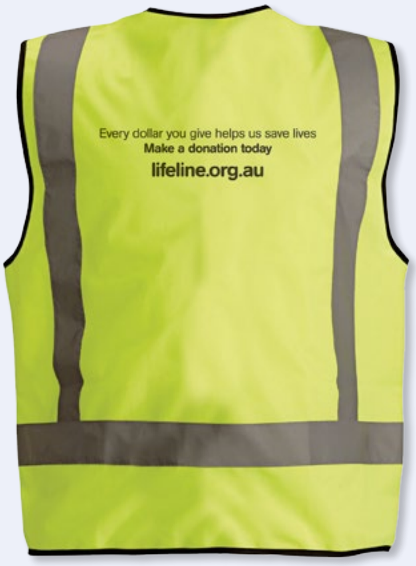
Lifeline Blue T-shirt (including centre logo)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.

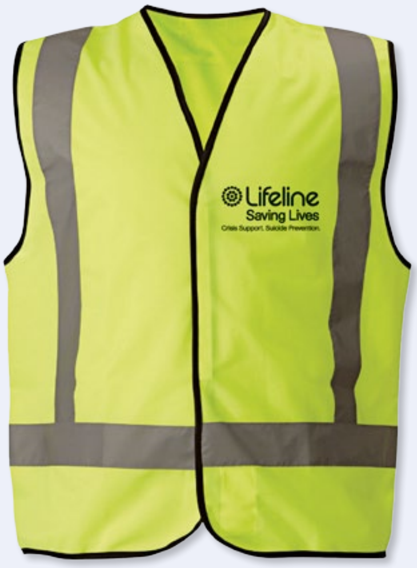

Lifeline
Darling Downs and
South West Queensland Ltd
Every dollar you give helps us save lives
Make a donation today
lifelinedarlingdowns.org.au

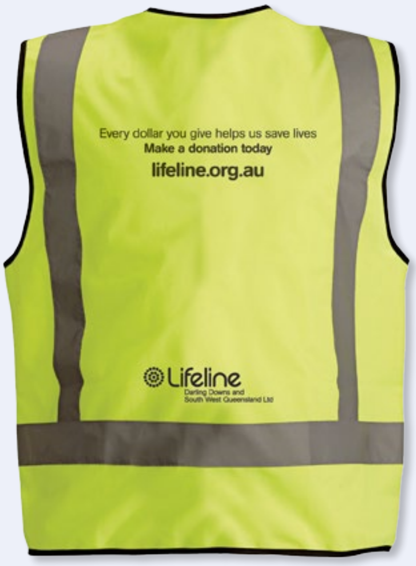
Lifeline High-visibility Vest


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.


Every dollar you give helps us save lives
Make a donation today
lifeline.org.au

Lifeline High-visibility Vest (including Centre logo)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.


Every dollar you give helps us save lives
Make a donation today
lifeline.org.au
Lifeline
Darling Downs and South West Queensland Ltd

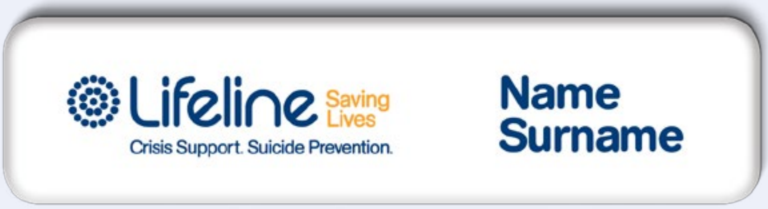
24. Name Badges

Name badges should be white with text in corporate dark blue (PMS 654) and feature the positioning logo or Centre logo.

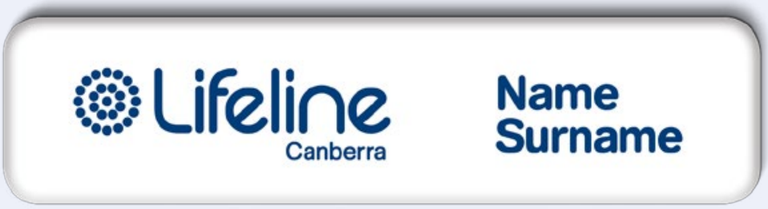
If using the Lifeline positioning logo please ensure legibility. See section 6 on pages 7–15.

Examples shown are not to scale.

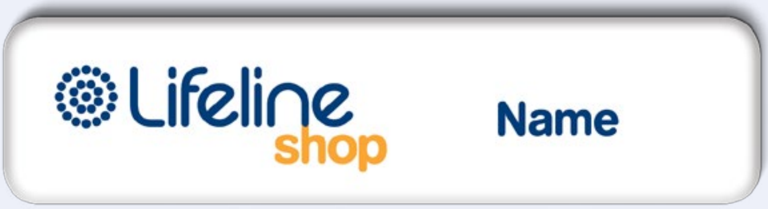
Name Badge (Lifeline positioning logo)


Lifeline
Saving Lives
Crisis Support. Suicide Prevention.
Name
Surname

Name Badge (Lifeline Centre logo)


Lifeline
Canberra
Name
Surname

Name Badge (Lifeline Shop logo)


Lifeline
shop
Name

25. Lifeline Communication and Language Guide

Consistent visual branding is vital to building public awareness and recognition of the Lifeline brand and presenting Lifeline professionally. To support our visual identity, all face-to-face and written communications should include consistent messages and reference to our services across the organisation to ensure the public is clear about Lifeline's vision and purpose.

The National Communication Reference Group has developed a framework for consistent national messaging designed to resonate with key target audiences. The framework is supported by significant market research and advice from subject matter experts.

Lifeline must adopt a consistent language framework to avoid confusion in the marketplace. For example, a local radio advertisement may promote 13 11 14 as *"one, three, one, one, one, four"* and a national television advertisement may promote this as *"thirteen, eleven, fourteen".*

Consumers could perceive these as two different services not the same national telephone crisis line. Refer to Lifeline Terminology in section 27 on page 78 for the correct way to refer to 13 11 14.

26. Key Messages and Target Audiences

26.1 Positioning

The term positioning relates to how Lifeline distinguishes itself from competitors in the charity sector. Market research conducted in 2012 uncovered the fact that in the minds of the public we do not have a clear market position and we are therefore competing against much larger charities like the Salvation Army, Red Cross, Oxfam, St Vincent De Paul etc. for the same finite resources (volunteers and donations).

By clearly positioning ourselves as a charity providing suicide prevention and crisis support services Lifeline will be able to communicate a clearer benefit to Australians and will be in a better position to compete for people's time and donations.

To support this clearer positioning a new tagline has been developed as part of the National Brand and Communications Review program. As of 1 July 2013 Lifeline's tagline (positioning) nationally is **Saving Lives** and includes the service lines Crisis Support. Suicide Prevention in a brand lock up. Please refer to section 6 on page 7 for the corporate logo that supports this positioning.

This tagline replaces all iterations of 'Connect with someone who cares' and must be used by all Centres effective immediately with the national implementation of all new marketing materials and signage from 1 July 2013 to be completed by December 2014.

No other taglines (positioning) are to be used in conjunction with the Lifeline brand or Centre logos as this is not consistent with trade marked, national branding.

26.2 Key Messages and Target Audiences

These key messages and target audiences have been developed based on market research and led by the National Communications Reference Group (see Appendix 3 on page 98).

They are recommended messages that have been focus group tested with specific audience groups and should be used wherever possible. These messages can be amended to suit local contexts and it is recognised they may not be relevant for all communications.

As facts and figures provide compelling reasons for people to engage with Lifeline, please also use key facts about Lifeline, suicide statistics, service statistics etc. to complement local messages.

For example:

- Lifeline answers approximately 1800 calls a day.
- Somewhere in Australia there is a new call to Lifeline every 50 seconds.
- Australian Bureau of Statistics (ABS), Causes of Death, 2011 reports deaths due to suicide at 2,273.
- Suicide remains the leading cause of death for Australians aged 15-44.
- Suicide accounts for more than one in five deaths of younger Australians: for males between 15-34 years of age, and for females between 15-24 years of age.

The latest statistics and fast facts are available on the Intranet.

Examples of how to apply and include these key messages in some communication applications have been provided in section 28.

Positioning (tagline)	Lifeline Saving Lives Crisis Support. Suicide Prevention. (Replaces ‘Connect with someone who cares’) This tagline should not be used and must be replaced at the time of reproduction or reprint.
Target Audience	**Messages**
Help seekers/carers	• If you’re thinking about harming yourself or ending your life contact Lifeline XXX. • When you need support in a crisis contact Lifeline XXX • When someone you know needs support in a crisis or is thinking about suicide contact Lifeline XXX. • Lifeline provides nationwide crisis support services – we’re here 24/7 on 13 11 14 or lifeline.org.au • Need crisis support now? We’re here to help. Lifeline XXX • Seek help. Find hope. Lifeline XXX XXX = 13 11 14, Website URL (local or national), link to crisis chat, local service.
Bereaved	• If you or a loved one is affected by suicide contact Lifeline on 13 11 14 or lifeline.org.au • We understand suicide and grief. Talk to us on 13 11 14 or visit lifeline.org.au • Need support now? We’re here to help. • We’re here 24/7 on 13 11 14 or lifeline.org.au • Seek help. Find hope. (Appropriate help seeking referral information to be included where a call to action is not provided: 13 11 14, website URL (local or national), link to crisis chat, local service).
Existing Volunteers	• Every minute you give helps us save lives. • Thank you for helping us save lives and strengthen our community.
Potential volunteers	• Volunteering is personally fulfilling. Every minute you give helps us save lives. • Every minute you give helps us save lives. • Make a valued contribution to your community. Every minute you give helps us save lives. • Help Lifeline save lives. • Help strengthen your local community. Every minute you give helps us save lives. • Be part of a great community of volunteers. Every minute you give helps us save lives.

Internal audiences	• Your work helps save lives. • Together we build resilient communities. • Together we save lives. • We have the skills and experience to understand and respond to community needs. • We provide immediate crisis support and referrals to services following the initial intervention.
Government	• Lifeline is the national network of crisis centres in Australia. • Lifeline delivers crisis support and suicide prevention services to all of Australia. • Lifeline's vision is an Australia free of suicide. • Lifeline saves lives and strengthens communities. • The Lifeline Foundation provides research and knowledge to save lives. • Lifeline provides crisis support and suicide prevention services to strengthen community capacity and resilience. • Lifeline is the trusted name that people turn to for crisis support and suicide prevention services in their communities.
Media	• Responsible reporting about suicide can reduce stigma and keep the messages safe. Here's how: 1. Mindframe Guidelines 2. Using appropriate referral services 3. Contacting Lifeline for expert comment, information, research and facts. • The media can help save lives and strengthen communities. Here's how: 1. Mindframe Guidelines 2. Using appropriate referral services 3. Contacting Lifeline for expert comment, information, research and facts. • Responsible reporting of suicide can encourage people to seek help; irresponsible reporting can reinforce barriers to seeking help. • Lifeline is the national network of crisis centres in Australia. • The Lifeline Foundation provides research and knowledge to save lives.

Mental health sector professionals, organisations and groups	• Collaboration is essential to achieve an Australia free of suicide. • Lifeline contributes as experts in crisis support and community based suicide prevention. • Lifeline is the national network of crisis centres in Australia. • Lifeline connects people to a broad range of services. • Together, we can build resilient communities. • Lifeline provides referral information to services nationwide.
Training participants (Includes all Lifeline RTO training)	• Crisis can happen to anyone, know how to help. • Learn skills to save lives. • A mentally healthy workforce will be strong, resilient and more productive. (Targeted to corporate training) • Lifeline is a Registered Training Organisation.
Monetary supporters	• Suicide is the leading cause of death for Australians under the age of 44. • Crisis can happen to anyone. (Give context to crisis). Each dollar you give helps us prevent suicide. • Corporate: Preventing suicide is everyone's business. Each dollar you give helps us save lives. • Lifeline is a volunteer-based charity that relies on your support. Each dollar you give helps us prevent suicide. • Lifeline saves lives and strengthens your community. Each dollar you give helps us prevent suicide.

27. Lifeline Terminology

These terms must be pronounced, written and communicated as outlined below to ensure national consistency in how Lifeline communicates its services, people and functions.

- **Lifeline Service Description:** The following service descriptions can be provided to third parties requiring Lifeline's information as a help seeking referral. For example the media (broadcast or print).

Service Description #1

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

Need crisis support now? We're here to help.

– Call 13 11 14 (24/7)
– Online Crisis Support Chat (8pm – midnight, 7 days)
– lifeline.org.au

(Depending on the media and target audience, it is acceptable to only include one service referral. For example: Youth publication/website promoting only Online Crisis Support Chat may be preferable).

Service Description #2

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

If you're thinking about harming yourself or ending your life contact Lifeline.
Call 13 11 14 (24/7)

Service Description #3

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

When someone you know needs support in a crisis or is thinking about suicide contact Lifeline.
Call 13 11 14 (24/7) or visit lifeline.org.au

Please direct all media reporting on suicide to the Mindframe Guidelines
www.mindframe-media.info/

- **Not-for-profit:** Lifeline can be described as a charity, charitable organisation or a not-for-profit organisation dependent on the target audience. For example donors are more likely to donate to a charity rather than a not-for-profit.

  Not-for-profit must be written as it appears here to include the dashes.

- **13 11 14:** Must only be pronounced as "***Thirteen, eleven, fourteen.***" Pronouncing this as '*one, three, one, one, one, four*' is difficult for the public/potential help seekers to remember and recall.

- **13 11 14** also needs to be written as it is pronounced (i.e. with a gap between 13 and 11 and 11 and 14) - rather than 131 114 or 13 1114.

- **13 11 14 Service Description:** When communicating (verbally/written) about our 13 11 14 service only use the following descriptions:

  – *Telephone crisis line*
  – *Phone crisis line*
  – *Crisis line*
  – *24 hour crisis line*
  – *24/7 telephone crisis line*
  – *24/7 crisis line*
  – *Telephone crisis line (24/7)*
  – *Telephone crisis support line (24/7)*

  (The number - 13 11 14 - must always be included alongside the above)

- **Online Crisis Support Chat Service Description:** When communicating (verbally/written) about our Online Crisis Support Chat service only use this description:

  – *Online Crisis Support Chat*
  – *Online Crisis Support Chat service*

  This service must not be described, explained or abbreviated in any other terms.

- **CS:** All verbal or written descriptions of our Crisis Supporters must only be referred to as:

  – *Crisis Supporter (CS)*
  – *Telephone Crisis Supporter (TCS)*
  – *Online Crisis Supporter (OCS)*

  This service must not be described, explained or abbreviated in any other terms.

  If talking about volunteer CSs:

  – *Telephone volunteers*
  – *Phone volunteers*
  – *13 11 14 volunteers*
  – *Telephone crisis support volunteers*

CS must not be described, explained or abbreviated in any other terms.

The term counsellor **must not** be used because our crisis support services do not fall under the industry description counselling. Industry definitions of counselling are set by the Psychotherapy and Counselling Federation of Australia (PACFA) and the Australian Counselling Associations (ACA) and require, as a minimum, qualifications not provided by Lifeline's training program.

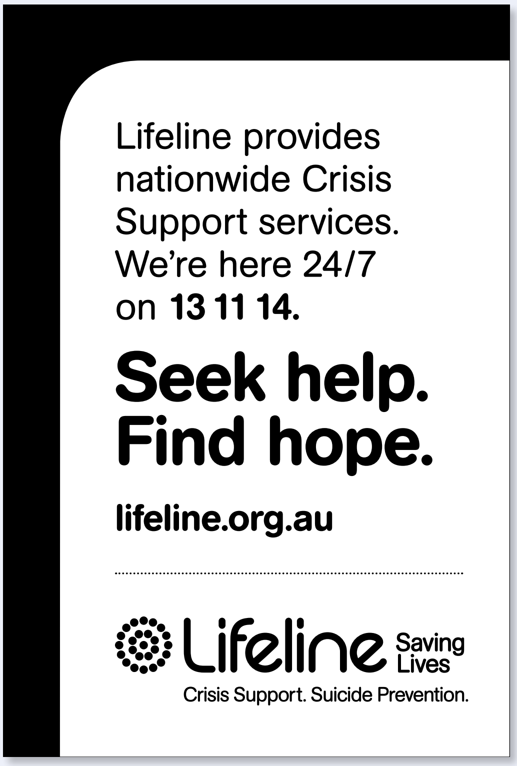
28. Messaging and Advertising Templates

28.1 Help Seeking/Service Advertisements

The following templates are based on press advertisements, however these can be amended to suit online advertising channels, posters and banners.

Examples shown are at 100% of final size.

Help Seeking/Service Advertisement Templates (mono and colour)



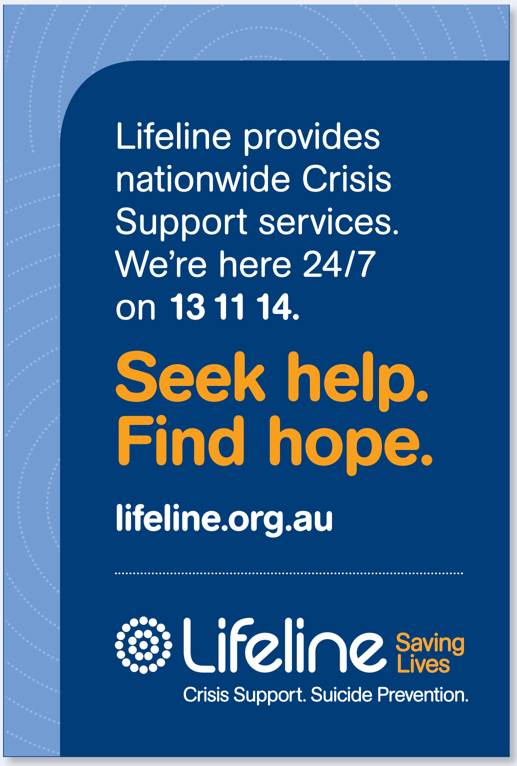
Lifeline provides nationwide Crisis Support services. We’re here 24/7 on **13 11 14.**

Seek help. Find hope.

lifeline.org.au

Lifeline Saving Lives

Crisis Support. Suicide Prevention.



Lifeline provides nationwide Crisis Support services. We’re here 24/7 on **13 11 14.**

Seek help. Find hope.

lifeline.org.au

Lifeline Saving Lives

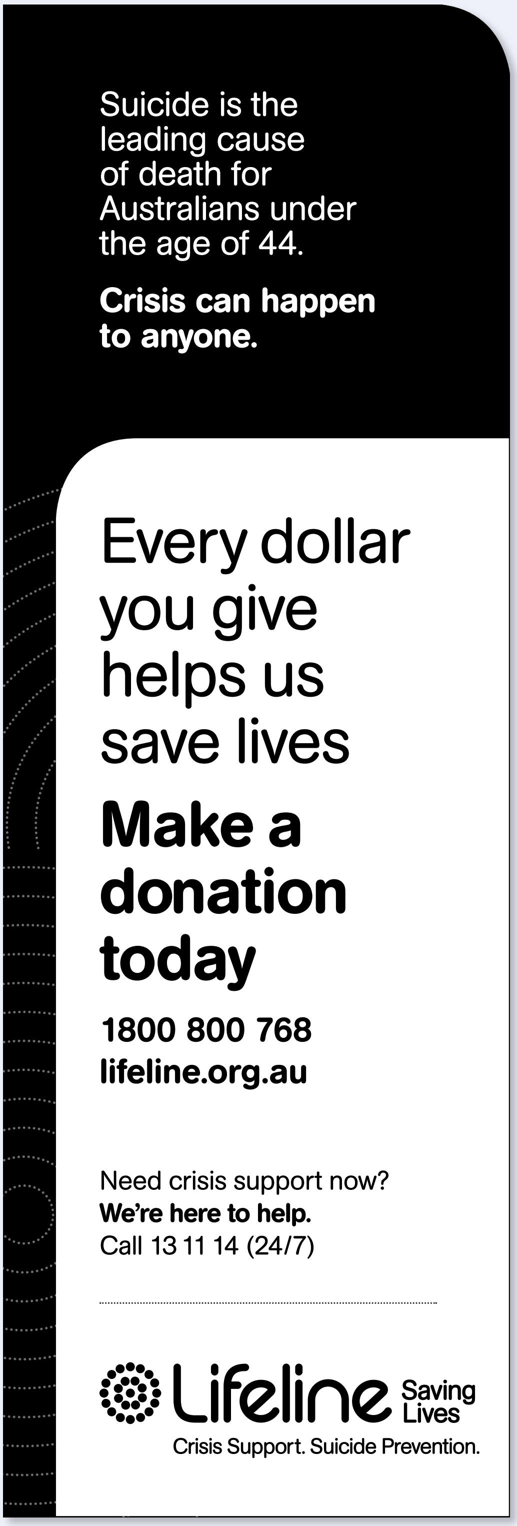
Crisis Support. Suicide Prevention.

28.2 Fundraising/Branding Advertisements

The following templates are based on press advertisements, however these can be amended to suit online advertising channels, posters and banners.

Examples shown are at 100% of final size.

Fundraising/Branding Advertisement Templates (mono and colour)



Suicide is the leading cause of death for Australians under the age of 44.

Crisis can happen to anyone.

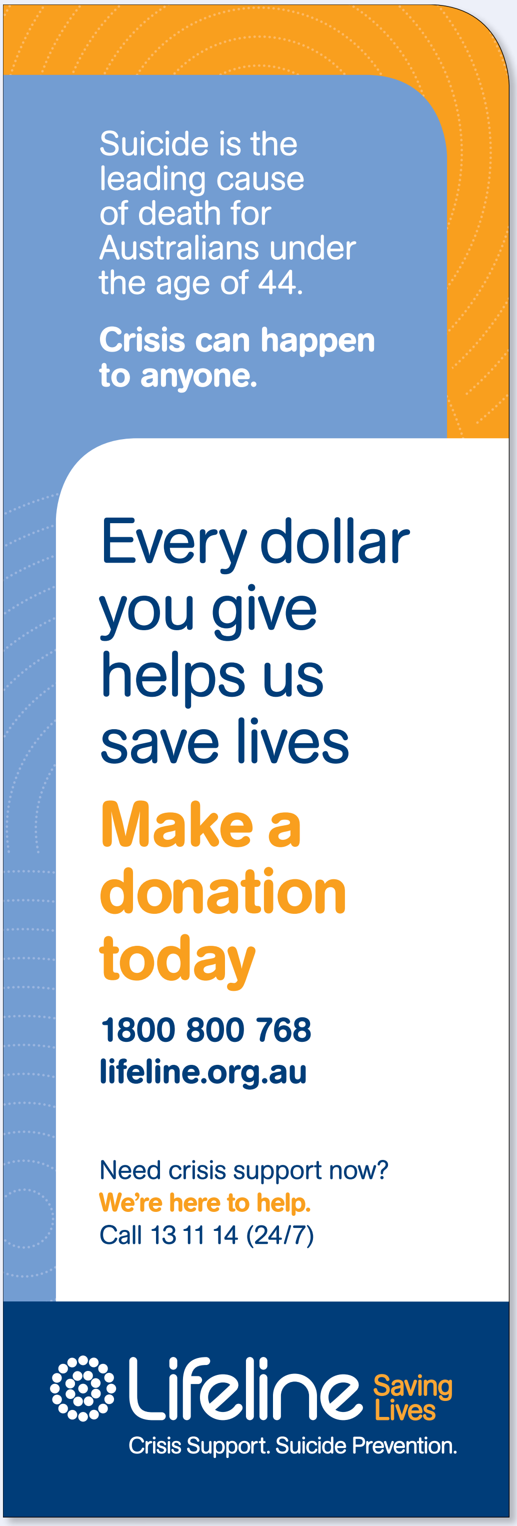
Every dollar you give helps us save lives

Make a donation today

1800 800 768
lifeline.org.au

Need crisis support now?
We're here to help.
Call 13 11 14 (24/7)

Lifeline Saving Lives
Crisis Support. Suicide Prevention.



Suicide is the leading cause of death for Australians under the age of 44.

Crisis can happen to anyone.

Every dollar you give helps us save lives

Make a donation today

1800 800 768
lifeline.org.au

Need crisis support now?
We're here to help.
Call 13 11 14 (24/7)

Lifeline Saving Lives
Crisis Support. Suicide Prevention.

29. File Format Terminology

EPS

Encapsulated PostScript (EPS) is a standard format for importing and exporting PostScript language files in all environments. It is usually a single page PostScript language program that describes an illustration characterized by smooth edges that define curves or shapes.

All master graphics for our official identities are EPS files. Because EPS files are vector graphics whose foundations are based on mathematical formulas, they have the ability to scale limitlessly. They are the common source file for creating fixed graphics in bitmapped formats such as TIFFs, JPEGs or GIFs because of this flexibility.

TIFF

TIFF stand for Tagged Image File Format. It is a file format used for still-image bitmaps.

TIFFs are the default image type when you are using a professional editing package to produce a final image appropriate for publishing.

JPEG

JPEG is a file format used primarily to compress photographic images. JPEGs reduce the original image size by subdividing and simplifying complex images, allowing them to transfer more quickly across an Internet connection. JPEG stands for ‘Joint Photographic Experts Group’ and is a common file format for use in web and print publishing.

GIF

GIF is a file format used primarily to compress non-photographic images for use on the Web.

GIFs reduce the original image size by discarding unnecessary colour information, allowing them to transfer more quickly across an Internet connection. GIF stands for ‘Graphics Interchange Format’. The most common use for a GIF is for menu buttons or icons for Web pages.

CMYK

An acronym used to identify four-colour process print reproduction and the four specific colours used. When printed as overlapping screens of dots on paper, these four colours create the illusion of a wide range of colours. The four process colours are: cyan (process blue), magenta (process magenta), yellow (process yellow) and black. The letter K is used for black to avoid potential confusion with blue.

PMS

The abbreviation for the PANTONE® Matching System, an international standard system of colour and ink formulas developed by PANTONE, Inc. that is most commonly used in design, production and printing to specify colour in reproduction.

RGB

Red, Green, Blue. RGB refers to the three colours of light that can be mixed to produce any other colour. These colours correspond to the three colours emitted by televisions and computer monitors, and to the colour receptors in the human eye. RGB values are used to describe colour in on-screen applications, whereas CMYK and PMS colour values are intended for print applications.

Four-colour process

The process of combining varying amounts of four basic offset printing colours to create a colour image composed from cyan, magenta, yellow and black.

Halftone

A picture in which the gradations of light are obtained by the relative darkness and density of tiny dots produced by photographing the subject through a fine screen.

30. Contact Us

If you are unsure about the application of any aspect of this guide or if you require further advice or assistance please contact:

Lifeline National Marketing Team

P: 02 6215 9400
E: marketing@lifeline.org.au

All the information contained within this guide and access to all official logos and templates are available on the Lifeline Intranet.

31. Appendices

31.1 Appendix 1: Lifeline Strategic Framework

Lifeline’s Strategic Framework

OUR VISION	An Australia free of suicide		
OUR PURPOSE	To support Australians in times of crisis and equip individuals and communities to be resilient and suicide-safe		
OUR STRATEGIC FOUNDATIONS	Provide crisis support services 24/7 that help change the focus in people’s lives from crisis to opportunity	Promote emotional wellbeing	Build community capacity
OUR SERVICES	13 11 14 Online Services Community information services Crisis support services	Pathfinder to services Promoting emotional health and wellbeing Promoting volunteering Advocacy	Lifeline Learning Community education Education of other agencies and professional groups
OUR STRATEGIC PRIORITIES (ENABLERS)	• Refocus service provision on suicide prevention through crisis support and connection • Ensure our roles, relationships and governance support our promise • Sustain our services • Influence and advocate • Measure our impact		

Lifeline

Lifeline's Strategic Priorities and Goals 2011–2014

OUR STRATEGIC PRIORITIES (ENABLERS)				
Refocus service provision on suicide prevention through crisis support and connections	**Ensure our roles, relationships and governance support our promise**	**Sustain our services**	**Influence and advocate**	**Measure our impact**
OUR GOALS				
We will ensure our services meet national and local needs and are focused towards suicide prevention through crisis support by; • Answering the call demand for 13 11 14 services year on year and meeting the Commonwealth target by June 2013. • Investigating the most effective way to answer 13 11 14 calls across the network, to make the model more efficient (cost) and effective(quality). • Delivering crisis support services that areappropriate to the needs of local communities (e.g. Care-ring), acknowledging that not all Centres may continue delivering 13 11 14 services. • Refocusing 13 11 14 on suicide prevention and crisis intervention.	**We will review relationships and board, volunteer and Centre capacity to ensure we are achieving our Purpose by;** • Reviewing the Governance Charter. • Agreeing the key principles of how the National Board, Members, National Office and Centres work together to deliver our collective Purpose and Vision (e.g. processes and practices for building and managing relationships, improving Member engagement and inter-board activities, changing language to identify ourselves as a single organisation with local diversity that has a shared purpose and national focus). • Reviewing our values across the network and develop a code of conduct that reflects our values.	**We will become financially viable and sustainable over the long term by;** • Increasing non government and state government support. • Exploring other sources of funding such as social venture capital opportunities and national fundraising, and address retail opportunities. • Reviewing governance of current fundraising territories to ensure Lifeline can maximise revenue opportunities. • Developing a retail strategy that refines the business challenges and increases business skills in this area. • Assisting Centres to improve business operations with the aim of increasing revenue for their operations. • Promoting knowledge transfer and facilitate the development of improved businesses.	**We will work in tandem and partnership with academia, the media, other agencies in the sector, government and communities to advocate on behalf of Lifeline and importantly, the communities we serve, by;** • Developing advocacy skills across the organisation. • Developing community engagement skills across the organisation. • Developing a proactive advocacy function at state and federal levels of government with the support of our national patrons. • Actively working in collaboration with all parts of the mental health sector to advocate for suicide prevention.	**We will improve the data and knowledge base that informs our work, as well as build our own expertise and capability by;** • Developing a Lifeline Foundation. • Seeking funding for an Academic Chairinsuicide prevention/crisis support to develop strong academic links. • Developing our expertise, describing our skillbase and gathering data not anecdotes to inform our strategies. • Collaborating with the wider mental health sector to advocate for suicide prevention. • Measuring what we deliver through a performance framework, consumer input and the views of other service providers. • Informing key stakeholders about our expertise and capability and being transparent about our achievements.

OUR STRATEGIC PRIORITIES (ENABLERS)

Refocus service provision on suicide prevention through crisis support and connections	Ensure our roles, relationships and governance support our promise	Sustain our services	Influence and advocate	Measure our impact
• Actively managing continuous callers and increase the number of unique callers. • Developing systems to consolidate the number of Centres working overnight using a paid counsellor model to improve calls answered and to reduce volunteer stress. • Exploring our ability to use technology as a means of crisis support (e.g. crisis chat and text messaging). • Sharing learning and best practice across Lifeline. • Enabling and fostering help-seeking by providing generalist and accessible points of service. • Developing a detailed description of our crisis support model to ensure a disciplined, rigorous and scientifically sound approach, that is safe for providers and recipients.	• Developing Quality Assurance programs for service delivery that include consumer and stakeholder input. • Ensuring National Office is seen as an enabler, facilitator and resource for Centres. • Assisting Centres to review their workforce and management capability, developing and enabling access to accredited training programs for staff in all functional areas. • Actively supporting and managing volunteers so their work experience with Lifeline is a positive one (e.g. through development of people policies).	• Ensuring Centres are able to develop their own business plans, showing revenue projections, reflecting economies of scale and opportunities in their region (including joint ventures). • Ensuring all Centres have a Standard Chart of Accounts by 2012.	• Advocating on behalf of and with those who have been touched by suicide to bring the stigma of suicide out of the dark.	• Building capability and capacity through developing an alumni database. • Developing clinical governance processes to enable peer review of our work, including review of the theoretical base for crisis support. • Building upon our existing expertise to develop a suite of training programs that build resilience in the community through training and education. • Working in partnership with government agencies and not for profit,advocacy organisations to lever best practice and efficiencies, and to be proactive in functions to influence support for Lifeline's services. • Using our internal systems across the network in the most effective way to reduce cost and resources. • Developing a program of community engagement around suicide prevention and crisis support. • Developing ways to capture consumer views of service delivery.

Lifeline

Lifeline's Guiding Principles

Lifeline's performance and reputation depends upon all of the decisions we each make and the actions we take every day.
Our guiding principles underpin our decisions and actions and how we behave.

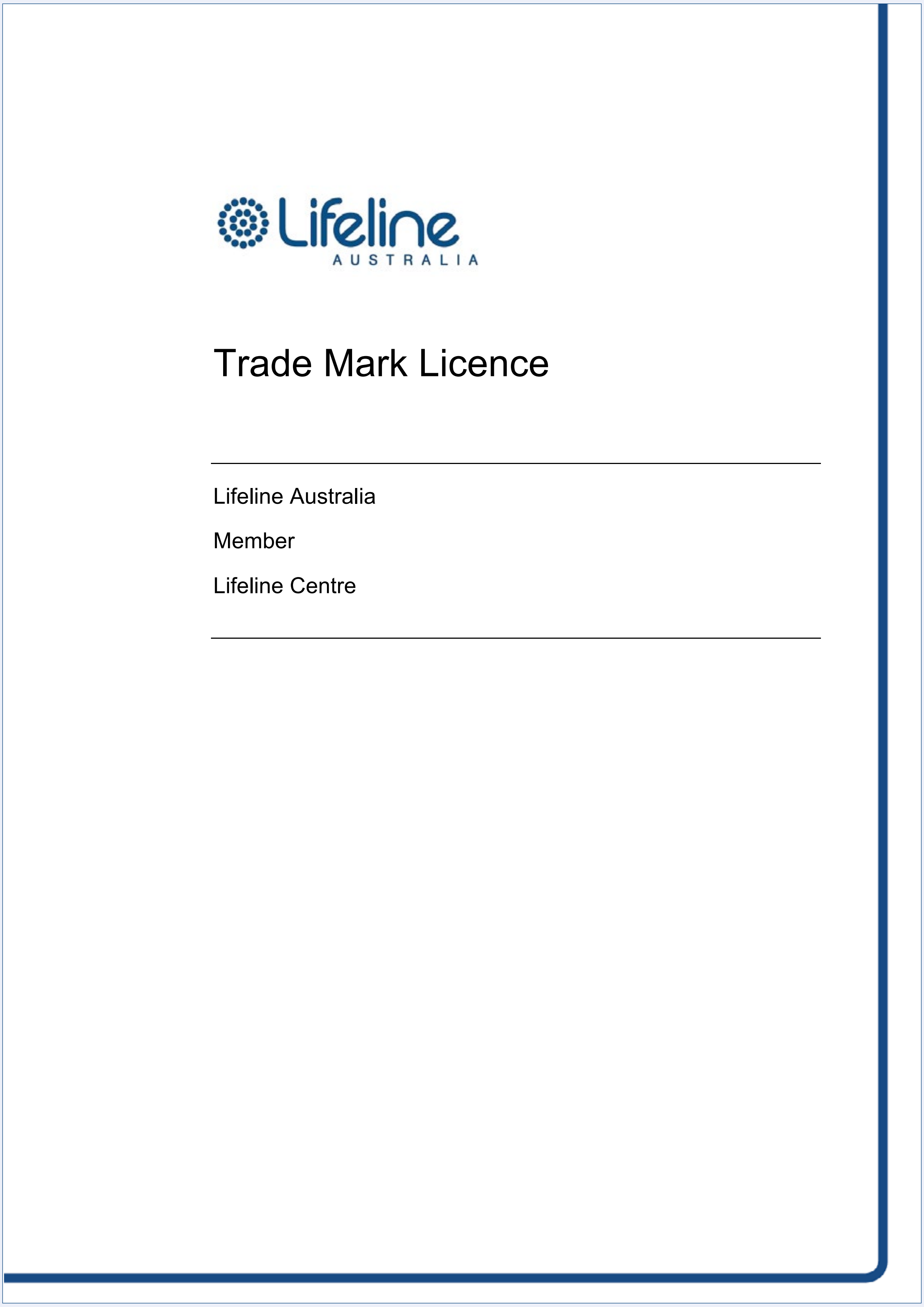
OUR GUIDING PRINCIPLES

- We are guided by how we can best support and serve the community in delivering Lifeline's Purpose.
- We consistently demonstrate care and respect for other people through how we deal with colleagues, clients and the community.
- We demonstrate integrity, honesty, openness, personal excellence and constructive self-criticism, innovation in service provision, mutual respect and commitment in all of our behaviours and decisions.
- We will reinforce Lifeline's reputation as an organisation of integrity, honesty, respect, care and trustworthiness.
- We listen to others without judgement.
- We believe suicide is mostly preventable.

WORKING TOGETHER AS A NETWORK

- We build trust
- We collectively commit to, and will deliver, the Strategic Framework
- We communicate with each other respectfully, honestly and transparently
- We are willing to share practice experience, support, knowledge and resources
- We think nationally and locally
- We are optimistic, looking for the best in people and situations
- We work collaboratively, not competitively
- We hold to, and act on, our values internally and externally
- We acknowledge our efforts and celebrate our successes
- We remember where we came from as we build and change
- We advocate for, and actively promote, Lifeline

31.2 Appendix 2: Trade Mark Licence Agreement



Trade Mark Licence

Lifeline Australia

Member

Lifeline Centre

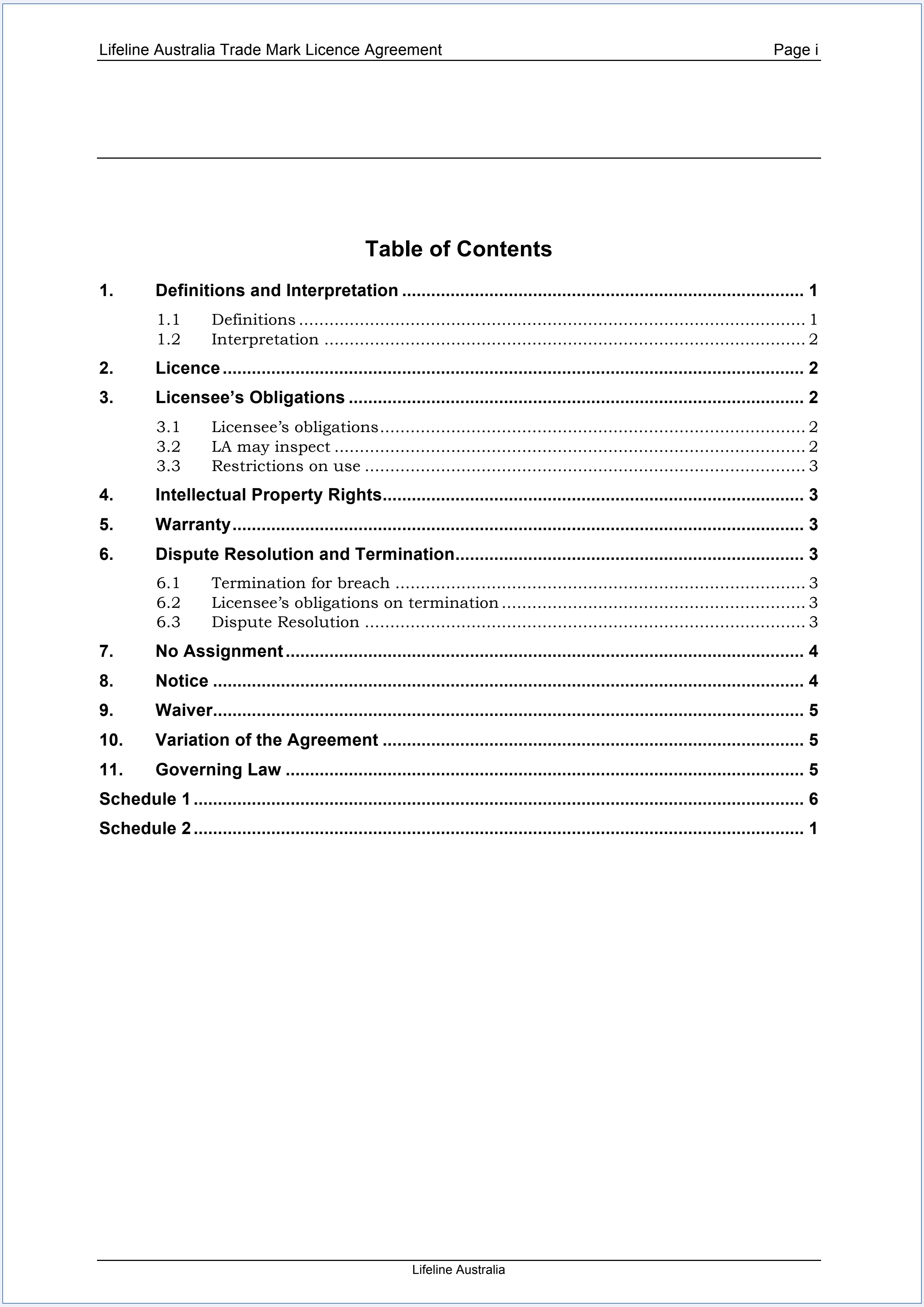


Table of Contents

1. Definitions and Interpretation ... 1

1.1 Definitions ... 1
1.2 Interpretation ... 2

2. Licence ... 2

3. Licensee's Obligations ... 2

3.1 Licensee's obligations ... 2
3.2 LA may inspect ... 2
3.3 Restrictions on use ... 3

4. Intellectual Property Rights ... 3

5. Warranty ... 3

6. Dispute Resolution and Termination ... 3

6.1 Termination for breach ... 3
6.2 Licensee's obligations on termination ... 3
6.3 Dispute Resolution ... 3

7. No Assignment ... 4

8. Notice ... 4

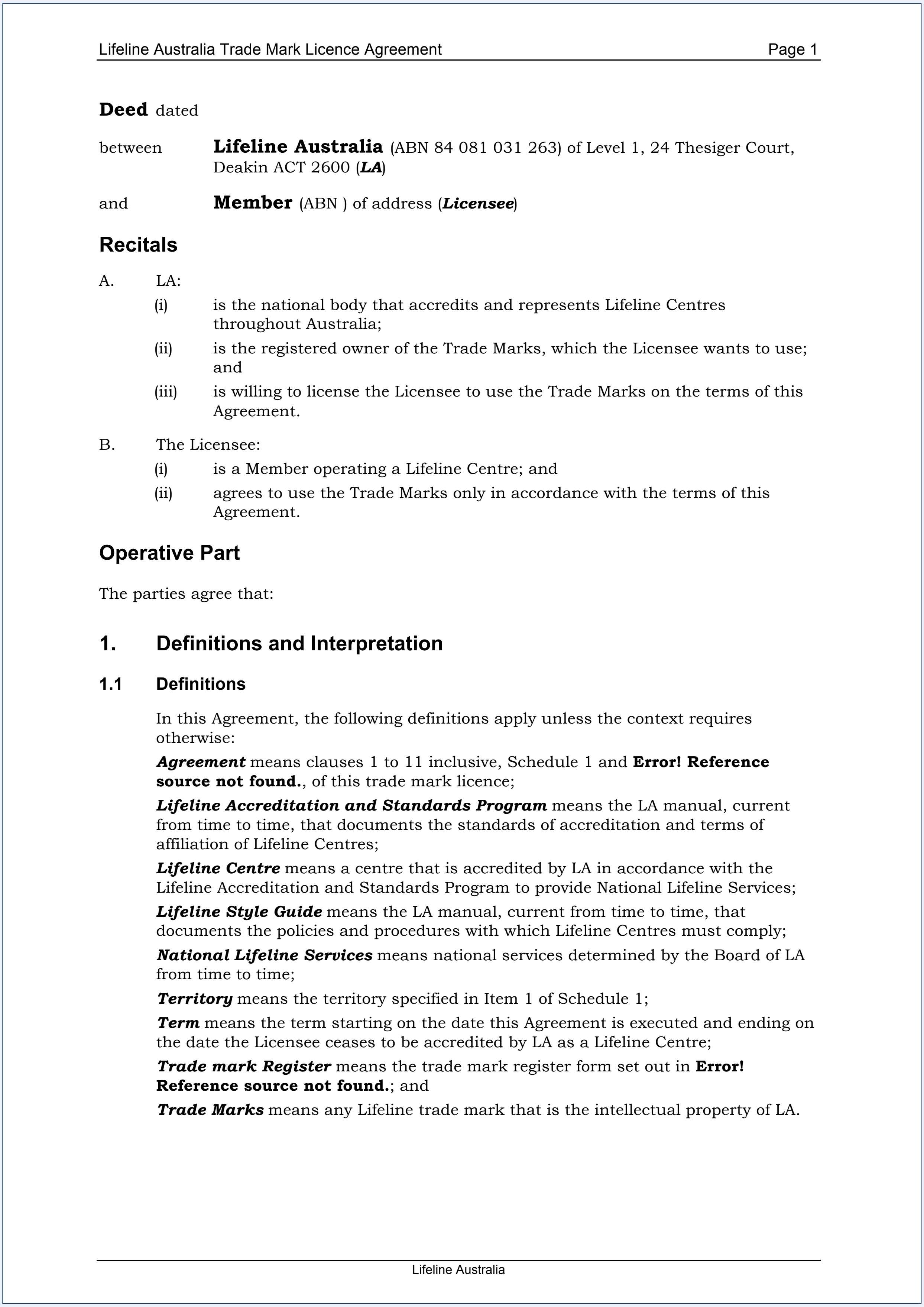
9. Waiver ... 5

10. Variation of the Agreement ... 5

11. Governing Law ... 5

Schedule 1 ... 6

Schedule 2 ... 1



Deed dated

between **Lifeline Australia** (ABN 84 081 031 263) of Level 1, 24 Thesiger Court, Deakin ACT 2600 (***LA***)

and **Member** (ABN) of address (***Licensee***)

Recitals

A. LA:

- (i) is the national body that accredits and represents Lifeline Centres throughout Australia;
- (ii) is the registered owner of the Trade Marks, which the Licensee wants to use; and
- (iii) is willing to license the Licensee to use the Trade Marks on the terms of this Agreement.

B. The Licensee:

- (i) is a Member operating a Lifeline Centre; and
- (ii) agrees to use the Trade Marks only in accordance with the terms of this Agreement.

Operative Part

The parties agree that:

1. Definitions and Interpretation

1.1 Definitions

In this Agreement, the following definitions apply unless the context requires otherwise:

Agreement means clauses 1 to 11 inclusive, Schedule 1 and **Error! Reference source not found.**, of this trade mark licence;

Lifeline Accreditation and Standards Program means the LA manual, current from time to time, that documents the standards of accreditation and terms of affiliation of Lifeline Centres;

Lifeline Centre means a centre that is accredited by LA in accordance with the Lifeline Accreditation and Standards Program to provide National Lifeline Services;

Lifeline Style Guide means the LA manual, current from time to time, that documents the policies and procedures with which Lifeline Centres must comply;

National Lifeline Services means national services determined by the Board of LA from time to time;

Territory means the territory specified in Item 1 of Schedule 1;

Term means the term starting on the date this Agreement is executed and ending on the date the Licensee ceases to be accredited by LA as a Lifeline Centre;

Trade mark Register means the trade mark register form set out in **Error! Reference source not found.**; and

Trade Marks means any Lifeline trade mark that is the intellectual property of LA.

1.2 Interpretation

Headings are for convenience only and do not affect interpretation of the Agreement. The following rules of interpretation apply unless the context requires otherwise:

(a) any use of the word includes or words such as for example or such as does not limit anything else that is included in general speech;

(b) if a party consists of more than one person this Agreement binds them jointly and each of them severally;

(c) where a party is prohibited from acting or omitting to act in a certain way, that party must ensure that each of its employees, agents and contractors complies with that prohibition; and

(d) if part or all of a term of this Agreement is illegal, invalid or unenforceable, then that part or complete term is severed from this Agreement and this Agreement otherwise remains unaffected.

2. Licence

LA grants to the Licensee a non-transferable, non-exclusive licence to use the Trade Marks as trade marks in the Territory during the Term, but only in connection with National Lifeline Services and other services or uses as agreed to by LA.

3. Licensee's Obligations

3.1 Licensee's obligations

The Licensee must:

(a) not use the Trade Marks other than in accordance with the Lifeline Style Guide and any directions given by LA from time to time;

(b) not use any other trade mark, name or brand in relation to the Services unless the Licensee obtains the prior written consent of LA;

(c) act in accordance with all policies, procedures and requirements issued by LA from time to time regarding the manner of use of any of the Trade Marks, including LA's general conditions of use as current from time to time;

(d) report to LA any suspected or actual unauthorised use of any of the Trade Marks of which the Licensee becomes aware;

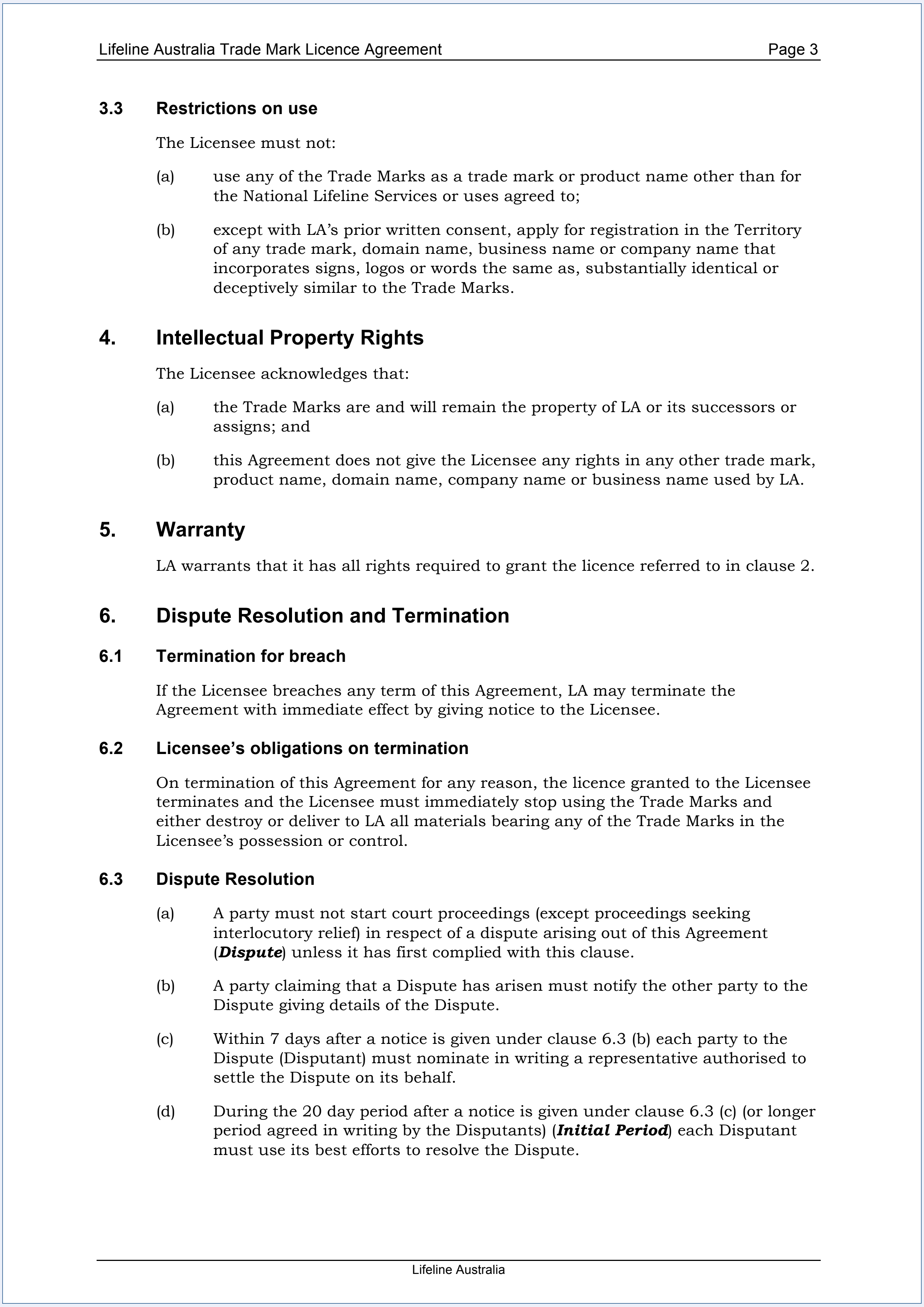
(e) provide all assistance reasonably requested by LA to protect LA's rights in any of the Trade Marks;

(f) pay the Licence Fee to LA within 14 days after the Licensee receives a tax invoice from LA; and

(g) maintain the Trade Mark Register consistent with its use of the Trade Marks and provide copies of the Trade Mark Register to LA upon request.

3.2 LA may inspect

If requested by LA, the Licensee must provide to LA for inspection copies of all materials prepared by or for the Licensee bearing any of the Trade Marks.



3.3 Restrictions on use

The Licensee must not:

(a) use any of the Trade Marks as a trade mark or product name other than for the National Lifeline Services or uses agreed to;

(b) except with LA's prior written consent, apply for registration in the Territory of any trade mark, domain name, business name or company name that incorporates signs, logos or words the same as, substantially identical or deceptively similar to the Trade Marks.

4. Intellectual Property Rights

The Licensee acknowledges that:

(a) the Trade Marks are and will remain the property of LA or its successors or assigns; and

(b) this Agreement does not give the Licensee any rights in any other trade mark, product name, domain name, company name or business name used by LA.

5. Warranty

LA warrants that it has all rights required to grant the licence referred to in clause 2.

6. Dispute Resolution and Termination

6.1 Termination for breach

If the Licensee breaches any term of this Agreement, LA may terminate the Agreement with immediate effect by giving notice to the Licensee.

6.2 Licensee's obligations on termination

On termination of this Agreement for any reason, the licence granted to the Licensee terminates and the Licensee must immediately stop using the Trade Marks and either destroy or deliver to LA all materials bearing any of the Trade Marks in the Licensee's possession or control.

6.3 Dispute Resolution

(a) A party must not start court proceedings (except proceedings seeking interlocutory relief) in respect of a dispute arising out of this Agreement (***Dispute***) unless it has first complied with this clause.

(b) A party claiming that a Dispute has arisen must notify the other party to the Dispute giving details of the Dispute.

(c) Within 7 days after a notice is given under clause 6.3 (b) each party to the Dispute (Disputant) must nominate in writing a representative authorised to settle the Dispute on its behalf.

(d) During the 20 day period after a notice is given under clause 6.3 (c) (or longer period agreed in writing by the Disputants) (***Initial Period***) each Disputant must use its best efforts to resolve the Dispute.

(e) If the Disputants are unable to resolve the Dispute within the Initial Period they must within an additional 20 days, either:

  (i) Appoint a mediator to mediate the Dispute; or

  (ii) If the Disputants are unable to agree on a mediator refer the Dispute for mediation to a mediator nominated by the then current chair of the Australian Commercial Disputes Centre Limited or the chair's nominee.

  In either case, the mediation will be conducted in accordance with the rules or guidelines chosen by the mediator, which are incorporated by reference into this Agreement.

(f) Any information or documents prepared for the mediation and disclosed by the representative under this clause:

  (i) Must be kept confidential; and

  (ii) May not be used except as an attempt to resolve the Dispute.

(g) Each Disputant must bear its own costs of resolving a Dispute under this clause and, unless the Disputants otherwise agree, the Disputants must bear equally the costs of any mediator engaged.

(h) After the Initial Period, a Disputant that has complied with clauses 6.3 (a) to (e) in relation to a Dispute may terminate the dispute resolution process for that Dispute by giving notice to the other Disputant.

(i) If in relation to a Dispute a Disputant breaches any provision of clauses 6.3 (a) to (e), the other Disputant need not comply with clauses 6.3(a) to (d) in relation to that Dispute.

In the event that there is any inconsistency between the rules or guidelines incorporated by reference under clause 6.3(e) and clauses 6.3(g), 6.3(h) then clauses 6.3(g) and (h) prevail to the extent of the inconsistency.

7. No Assignment

The Licensee may not assign this Agreement or any right under this Agreement.

8. Notice

A party notifying or giving notice under this Agreement must notify:

(a) in writing;

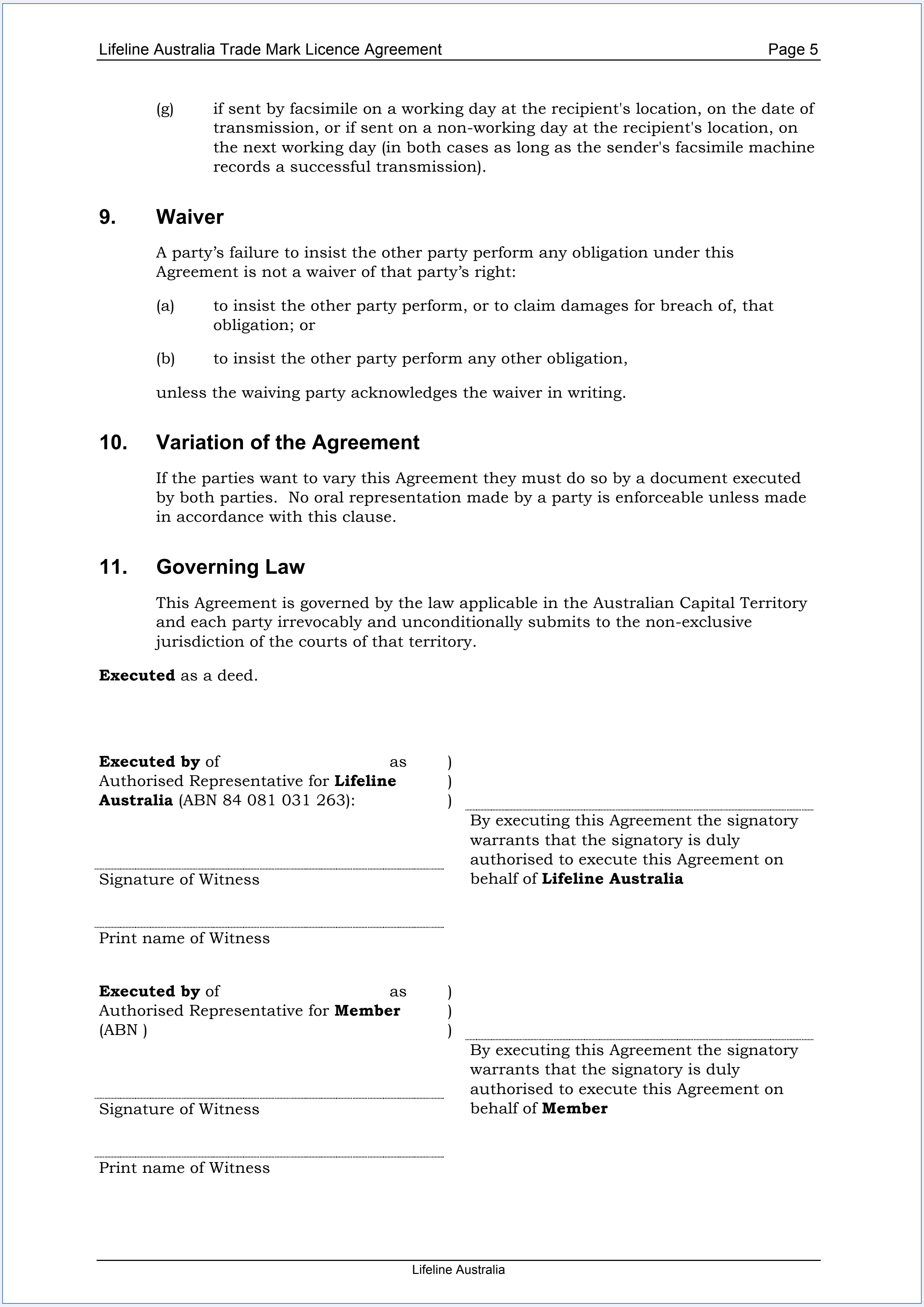
(b) addressed to the address of the recipient specified on the first page of this Agreement or as varied by notice given in accordance with this clause; and

(c) left at or sent by post or facsimile to that address,

(d) and a notice given in accordance with this clause 8 will be taken to have been received:

(e) if delivered by hand to the recipient's address, on the date of delivery, as long as delivery is acknowledged in writing by the recipient;

(f) if sent by post, 5 working days after the posting; and



(g) if sent by facsimile on a working day at the recipient's location, on the date of transmission, or if sent on a non-working day at the recipient's location, on the next working day (in both cases as long as the sender's facsimile machine records a successful transmission).

9. Waiver

A party's failure to insist the other party perform any obligation under this Agreement is not a waiver of that party's right:

(a) to insist the other party perform, or to claim damages for breach of, that obligation; or

(b) to insist the other party perform any other obligation,

unless the waiving party acknowledges the waiver in writing.

10. Variation of the Agreement

If the parties want to vary this Agreement they must do so by a document executed by both parties. No oral representation made by a party is enforceable unless made in accordance with this clause.

11. Governing Law

This Agreement is governed by the law applicable in the Australian Capital Territory and each party irrevocably and unconditionally submits to the non-exclusive jurisdiction of the courts of that territory.

Executed as a deed.

Executed by of as)
Authorised Representative for **Lifeline**)
Australia (ABN 84 081 031 263):)

By executing this Agreement the signatory warrants that the signatory is duly authorised to execute this Agreement on behalf of **Lifeline Australia**

Signature of Witness

Print name of Witness

Executed by of as)
Authorised Representative for **Member**)
(ABN))

By executing this Agreement the signatory warrants that the signatory is duly authorised to execute this Agreement on behalf of **Member**

Signature of Witness

Print name of Witness

Schedule 1

1. Territory

The Territory for which this Trade Mark Licence applies is defined as the geographical catchment area of **Lifeline Centre.**

Schedule 2 Trade Mark Licence (Brand Compliance)

The following checklist outlines requirements for brand compliance as outlined in the Lifeline Brand and Communication Guidelines July 2013 by Centres across multiple marketing touch points as a measure of brand compliance under LASP and Trade Mark Licence Agreements.

Brand compliance incorporates more than just logo application but applies to correct use of corporate communications, colour palette, font, style, graphic elements, co-branding with a parent member brand/corporate sponsorship, shop branding, online channels etc. (Anything that includes the Lifeline trade mark).

To be brand compliant Centres must meet these compliance standards in all applications of the Lifeline brand.

Old Lifeline trademark and tagline

All uses of the old Lifeline brand and tagline *'Connect with someone who cares'* must be removed and any distribution/production/ publication of the old Lifeline logo and/or 'Connect with someone who cares' tagline ceased. Use of the old Lifeline logo and 'connect with someone who cares' tagline used in any form is non-compliant under the requirements of the Trade Mark Licence Agreements.

Please refer to the Corporate Logo section of the Lifeline Brand and Comunication Guidelines for information and applictaion of brand compliant logos.

[Insert Member Name]
[Insert Centre Name]
(Insert Contact details & telephone)

Note: Please add rows as required, but do not change the formatting of this document.
Once completed, please save a copy of this sheet under the **4. TML** directory on your disc or USB.
Please refer to the Lifeline Brand and Communication Guidelines and Evidence Examples for assistance.

Trade Mark – Service application

	Trade Mark Application	Explanation	Centre Name	Address	Comment
4.1	**Service X**	Please list every service provided from your Centre(s) under the Lifeline Trade Mark e.g. 13 11 14, financial counselling	Insert Centre name from which delivery occurs	Insert address from which delivery occurs and region(s) services	Include explanatory comment as required.
	Service Y	…			
	Service Z etc	…			

Trade Mark – Compliance Self Assessment

	Trade Mark Application	Specific application examples	Format required	File naming convention	Attached/included (Yes/No)	Compliant (YES/NO)	If answered No to either Attached or Compliant please provide explanation
4.2	**Stationary suite**	Please list and provide examples of all current branded stationery e.g. letterhead, business card, envelopes, comp slips, and other stationery (one of each example)	Word; PDF; image file	4.2 Centre name - stationary.pdf; 4.2 Centre name - envelope.pdf			Include anticipated timeline for compliance and actions required
4.3	**Print material**	Please list and provide examples of brochures, flyers, posters, help seeking information (one of each example)	PDF; image file	4.3 Centre Name - brochure.pdf			Include anticipated timeline for compliance and actions required
4.4	**Advertising**	Please list and provide examples of current Press/TV advertisments	Scanned copy	4.4 Centre name - press.pdf			Include anticipated timeline for compliance and actions required
4.5	**Signage external/internal**	Please list and provide examples of building signage, banners (including campaign banners eg Bookfest), flags and any other signage.	Image file	4.5 Centre name - signage.jpeg			Include anticipated timeline for compliance and actions required
4.6	**Merchandise**	Please list and provide examples of pens, hats, umbrellas, any merchandise item provided as a giveaway or sold.	Image file	4.6 Centre name - merchandise.jpeg			Include anticipated timeline for compliance and actions required
4.7	**Online**	Please list websites and all social media channels. Also provide example of an email signature block	URLs; PDF or image file	4.7 Centre name - sig bloc.jpeg			Include anticipated timeline for compliance and actions required
4.8	**Lifeline shop**	Please list and provide examples of Lifeline shop signage (internal & external signage)	Image file	4.8 Centre name - shop signage.jpeg			Include anticipated timeline for compliance and actions required
		Please provide examples of Charity bins	Image file	4.8 Centre name - bins.jpeg			Include anticipated timeline for compliance and actions required
4.9	**Other**	Please provide examples of Plaques/Certificates	Image file	4.9 Centre name - plaque.jpeg			Include anticipated timeline for compliance and actions required
		Please list and provide examples of material produced by a partner/sponsor	PDF; image file	4.9 Centre name - partner.pdf			Include anticipated timeline for compliance and actions required
		Please provide examples of vehicle branding	Image file	4.9 Centre name - vehicle.jpeg			Include anticipated timeline for compliance and actions required
		Please provide examples of campaign branding including sub-brands i.e Bookfest, Gala Balls, Fundraising walks etc	Image file	4.9 Centre name - campaign.jpeg			Include anticipated timeline for compliance and actions required

31.3 Appendix 3: Communications Reference Group

National Communications Reference Group	
Members	**Contact Details**
Chris Wagner (Chair) National Office (Member until April 2013)	
Megan Scott (Deputy Chair) National Office	**Phone:** 02 6215 9406 **Email:** megan.scott@lifeline.org.au
Brendan Maher National Office (Member until April 2013)	
Matthew Heffernan Canberra	**Phone:** 02 6247 0655 **Email:** matt.heffernan@act.lifeline.org.au
Julienne Constable Newcastle & Hunter	**Phone:** 02 4940 2007 **Email:** julienne@lifelinehunter.org.au
Clare Leslie South Coast	**Phone:** 02 4228 1311 or 0417 279 964 **Email:** c.leslie@llsc.org.au
Lara Mayling Sydney & Sutherland	**Phone:** 02 9263 5367 **Email:** lara.mayling@wesleymission.org.au
Anna Masci UnitingCare Community Qld	**Phone:** 07 3250 1848 **Email:** anna-maria.masci@uccommunity.org.au
Melissa Howie WA	**Phone:** 08 9261 4413 **Email:** melissahowie@lifelinewa.org.au
Carly Paez UnitingCare Community Qld	**Phone:** 07 5409 2620 **Email:** carly.paez@uccommunity.org.au

Purpose:

To provide expert communications advice and guidance on Lifeline's:

- Brand;
- Key messages;
- Internal and external communications;
- Marketing and events activity;
- Media and Public Relations activity;
- Style guides and trade mark use; and
- Change communications.

Tasks:

- To meet to discuss and suggest ideas, options and recommendations for the Brand and Communications Review program
- To review and provide feedback on Lifeline's key messaging and brand personality/profile
- To review and provide feedback on Lifeline's overarching Communications Strategy
- To review and provide feedback on policy & procedures relating to communications and marketing activities
- To review and advise on compliance to trade mark use and on Lifeline style guides
- To advise on events and celebrations, as required (including the 50th anniversary)
- To act as local Brand Champions

Timelines:

During the Brand and Communications Review program

- Monthly meetings via a teleconference or digital platform

Following the completion of this program

- Every three months via teleconference
- Annual face-to-face meeting coinciding with Meetings Week

Deliverables:

1. Brand positioning documentation
2. Key message development and documentation
3. Recommendations to inform the Communications Strategy
4. Recommendations to inform style guides

* The establishment and guidance of this group is an on-going commitment so membership may change over time.